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**Contact:** Eileen Emerson  
Partner Services Coordinator  
[eemerson@brafb.org](mailto:eemerson@brafb.org) or 540.569.2022

-or-  
Abena Foreman-Trice  
Marketing & Communications Director  
[aforemantrice@brafb.org](mailto:aforemantrice@brafb.org) or 540.213.8405

**LynchburgFeeds Initiative Will Address Unmet Needs for Food Assistance**  
*Community Champions, Including Lynchburg Mayor, Have Partnered with the Blue Ridge Area Food Bank to Help Reach Struggling Families*

**LYNCHBURG, Va. (Feb. 13, 2019)** — TSA employees who had to work without pay during last month's government shutdown needed help to put food on the table. Theirs was an example of how an unexpected crisis can plunge families into poverty — even temporarily. Many Lynchburg families and individuals living paycheck to paycheck don't always know where to turn when they need help. To ensure that everyone who needs food assistance knows where to find it, Lynchburg community leaders are championing [LynchburgFeeds](#) — a new [website](#) and initiative sponsored by the Food Bank and aimed at promoting food-assistance resources available in the Lynchburg area.

On **Thursday, February 21 at 11:30 a.m.**, seniors gathering for their monthly potluck at the [Lynchburg Parks and Recreation Diamond Hill Center](#) will hear from Blue Ridge Area Food Bank leaders what LynchburgFeeds can do for their community.

LynchburgFeeds champions include:

- Treney Tweedy, Lynchburg City mayor
- Micky Ferguson, senior recreation specialist for Lynchburg Parks & Recreation
- Sterling Wilder, executive director for Jubilee Family Development Center and City Council member
- Mark Sheehan, executive director for the Boys & Girls Club



**Mayor Treney Tweedy**



**Micky Ferguson**



**Sterling Wilder**



**Mark Sheehan**

**Story continues below**

These individuals understand the struggles families face to make ends meet. They are also passionate about motivating adults and children alike to keep pursuing their goals.

“Hard luck can happen more than one time. You can go to work and still not have any food to eat,” said Ferguson. “Lynchburg is big enough for everybody to help serve kids and families — nobody should go hungry.”

“We’re grateful for the participation of our Community Champions in this campaign,” said Eileen Emerson, Partner Services Coordinator for the Blue Ridge Area Food Bank. “Their voices are so important in the effort to remove barriers for individuals who need help accessing food and don’t know where to turn or if they’re eligible.”



**Blue Ridge Area Food Bank, Lynchburg Area Branch**

The new website informs individuals on where to find help, what they’ll need to provide, and what to expect when they visit a food pantry near them. Community members interested in doing their part to champion hunger relief can also [find ways to get involved](#). LynchburgFeeds is also on [Facebook](#), and city bus advertisements.

The Blue Ridge Area Food Bank and its Lynchburg partner food pantries serve an average of 19,000 individuals each month. Through Lynchburg Feeds, the Food Bank seeks to reach neighbors with unmet food assistance needs.

For more information, please reach Eileen Emerson at [eeemerson@brafb.org](mailto:eeemerson@brafb.org) or 540.569.2022.

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### **About LynchburgFeeds**

LynchburgFeeds is a campaign organized by the Blue Ridge Area Food Bank, in partnership with local nonprofits and community advocates. Its aim is to connect residents needing food assistance with food pantries and other food assistance programs in the Lynchburg area. The purpose of Lynchburg Feeds is to meet what the Food Bank believes to be an unmet need in the region. Together with our Lynchburg- area partners, we believe that there is enough food to meet the need, and that *“Everyone should have enough to eat.”*

### **About the Blue Ridge Area Food Bank**

Founded in 1981, the Blue Ridge Area Food Bank is the largest organization alleviating hunger in western and central Virginia. Headquartered in Verona, VA, the Food Bank serves 25 counties and eight cities through distribution centers in Charlottesville, Lynchburg, Winchester, and Verona. The Blue Ridge Area Food Bank distributes nearly 25.3 million pounds of food annually to 106,000 people each month through a network of 200 community partners – food pantries, soup kitchens, shelters, schools, churches, and other non-profit groups. The Food Bank is a member of Feeding America, a national food bank association that supports 200 food banks across the United States. For more information, visit [www.brafb.org](http://www.brafb.org).