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**BLUE RIDGE AREA FOOD BANK HOLDING
UNITY IN COMMUNITY FOOD & FUND DRIVE
WITH GOAL OF PROVIDING 400,000 MEALS**
First-ever region-wide campaign will run from Aug. 7-14

VERONA, Va. (July 29, 2021) – The Blue Ridge Area Food Bank is hosting its first-ever region-wide campaign called **Unity in Community Food & Fund Drive**. The event’s aim is to re-engage individuals and groups in all 25 counties and eight cities served by the Food Bank. The ambitious goal in honor of the Food Bank’s 40th anniversary is to collect enough in financial and food donations to provide 400,000 meals for families in need of food assistance. One out of 12 adults and children in the Blue Ridge area is food insecure.

Beginning August 7 through August 14, community supporters can make an online donation (at www.brafb.org) where contributions will be matched, thanks to a gift from [Virginia Estates](#). This means every \$1 donation will help provide eight meals.

On Friday, August 13, and Saturday, August 14, volunteers will be standing by to accept drive-by, non-perishable food donations outside at the following locations:

- **Food Bank Headquarters & Shenandoah Valley Branch**
96 Laurel Hill Road, Verona, VA 24482
- **The Food Bank’s Thomas Jefferson Area Branch**
1207 Harris Street, Charlottesville, VA 22903
- **The Food Bank’s Lynchburg Area Branch**
501 12th Street, Lynchburg, VA 24504
- **The Food Bank’s Lord Fairfax Area Branch**
1802 Roberts Street, Winchester, VA 22601
- **Rockbridge Area Relief Association (RARA)**
350 Spotswood Drive, Lexington, VA 24450

- **Culpeper Food Closet**
120 N Commerce Street, Culpeper, VA 22701
- **WMRA Radio Station**
983 Reservoir Street, Harrisonburg, VA 22801

Community members who want to contribute food are encouraged to provide nutritious non-perishable food donations, such as canned fruits and meats, and low-sodium vegetables. The Food Bank asks donors to avoid making donations of food that are in glass containers.

“The fight against hunger is a community-wide effort, and even during such a difficult and unprecedented year, our community’s generous response to the Food Bank has been equally unprecedented,” says Michael McKee, CEO of the Blue Ridge Area Food Bank. “The Unity in Community Food and Fund Drive is an opportunity to mark 40 years of fighting hunger, but more importantly, to meet our goal of providing 400,000 meals for those in the Blue Ridge region who are experiencing food insecurity. Any amount helps and is an important investment in our community. We ask everyone in our region to consider contributing whatever they can.”

Currently, an average of nearly 119,000 individuals visit the Food Bank and its partner food pantries each month. The Blue Ridge Area Food Bank and its partner network projects greater need in the fall, given historic trends in food assistance, rising inflation, and the expiration of pandemic-driven government benefits and protections.

For more information, individuals can visit www.brafb.org/event/unity-in-community.

For content-creation resources, visit the Food Bank’s [Newsroom webpage](#).

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About the Blue Ridge Area Food Bank

Founded in 1981 and headquartered in Verona, Virginia, the Blue Ridge Area Food Bank is proud to mark 40 years of providing nourishing food to our neighbors in need. As the largest organization alleviating hunger in western and central Virginia, the Food Bank serves an average of nearly 119,000 individuals each month across 25 counties and eight cities through distribution centers in Charlottesville, Lynchburg, Winchester, and Verona. This 40th year is like no other: Together with our network of 203 community partners and 180 program sites, we’re serving record numbers of Virginians during a prolonged pandemic and its economic impacts. We pledge to continue innovating and adapting to secure, store, and distribute more food to more individuals, families, children, and seniors in need. The Food Bank is a member of Feeding America, a national food bank association that supports 200 food banks across the United States providing 6 billion meals to 42 million people through 60,000 partner pantries. For more information, visit www.brafb.org.