



Blue Ridge Area
FOOD BANK



FOR IMMEDIATE RELEASE

Contact: Les Sinclair

434-962-5403

lsinclair@brafb.org

www.brafb.org

The Blue Ridge Area Food Bank Invites Community Support During Hunger Action Month

The Hunger Action Month Campaign Urges the Public to Join the Movement to End Hunger Through Donating, Volunteering or Advocating

VERONA, Va. – August 30, 2023 – For Hunger Action Month® this September, the Blue Ridge Area Food Bank will join Feeding America to inspire conversation and drive passion for the issue of hunger. The month-long campaign will highlight the impact of food on people's lives and show how a meal goes beyond solely nourishing our bodies. The goal is to motivate people to help ensure their neighbors have enough to eat.

"More people are seeking food assistance now than even before the pandemic. Yet, hunger remains a quiet crisis in our community. But when we come together to address hunger, we demonstrate that this community cares deeply about the well-being of all its members. There are too many families and individuals who have to choose between buying food and paying for other essential needs like housing, healthcare, or utilities," said Michael McKee, CEO of the Blue Ridge Area Food Bank. "Our vision is nourishing food and good health—for everyone, every day. We'll achieve that vision with the help of our caring community. The solutions are right here. So, please join us, and together, we can solve this quiet crisis."

With the community's help, the Blue Ridge Area Food Bank and its network of more than 400 partners (food pantries and program sites) distributed nearly 23 million meals last year, serving 127,500 people, on average, experiencing hunger each month.

During September, people across the Blue Ridge area can get involved by volunteering, listening, acting, and inviting others to speak up about ways to end hunger.

- **Donate:** Every \$1 can help provide four meals to those experiencing hunger.
- **Volunteer:** The Food Bank and its network of partner food pantries rely on volunteers to serve the 127,500 neighbors seeking food assistance each month.
- **Advocate:** Simply getting the word out about how big hunger is in our community can be remarkably powerful. This year, you can advocate for a strong 2023 Farm Bill.

"Our supporters' contributions have an incredible impact in helping end hunger in our community," added McKee. "A donation of food or funds, volunteering, or sharing a social media post about hunger in our community have a profound impact, elevating our entire community. No contribution is too small. "

According to data from Feeding America's latest Map the Meal Gap study, people living in every single zip code in the Blue Ridge region face food insecurity.

Hunger Action Month is a time for everyone nationwide to act collectively against food insecurity. You can choose to donate or advocate. You can choose to volunteer or raise awareness. You can choose to help end hunger. Learn more about how you can take action by visiting www.brafb.org.

About Blue Ridge Area Food Bank

Founded in 1981 and headquartered in Verona, Virginia, the Blue Ridge Area Food Bank is the largest organization alleviating hunger in western and central Virginia. The Food Bank serves an average of 127,500 people per month across 25 counties and eight cities through distribution centers in Charlottesville, Lynchburg, Winchester, and Verona. We're serving record numbers of Virginians through our network of more than 400 community partners, which includes food pantries, soup kitchens, shelters, schools, libraries, healthcare clinics, community centers, and more. We pledge to continue innovating and adapting to secure, store, and distribute more food to more individuals, families, children, and seniors experiencing hunger. The Food Bank is a partner food bank of Feeding America®, a national association supporting more than 200 food banks across the United States, helping provide 5.2 billion meals to tens of millions of people through 60,000 agency partners. For more information, visit www.brafb.org.

###