



Blue Ridge Area
FOOD BANK



FOR IMMEDIATE RELEASE

Contact: Les Sinclair

434-962-5403

lsinclair@brafb.org

www.brafb.org

Blue Ridge Area Food Bank Calls on Community to Support Hunger Action Month

Hunger Action Day is September 29.

VERONA, Va. – August 31, 2026 – For Hunger Action Month this September, the Blue Ridge Area Food Bank is joining the Feeding America network in a national campaign to raise awareness and inspire action to end hunger in America.

“Across the Blue Ridge, the Food Bank and our partner network are seeing a higher need for food assistance than ever in our 45-year history. Hunger touches children, families, seniors, and working people in every zip code in Virginia and across the country,” said Kari Diener, CEO of the Blue Ridge Area Food Bank. “No one person can solve hunger alone, but together, we can change the system so that everyone has enough to eat.”

Over the past year, the Blue Ridge Area Food Bank and its network of more than 300 partner pantries and program sites distributed more than 27 million meals (33 million pounds of food), serving an average of 178,700 guest visits each month. The Food Bank is calling on the community to help advance its mission.

Here's how you can help this September:

- **Donate:** Just \$1 can provide more than 3 meals for neighbors living with hunger.
- **Volunteer:** Be part of the team that helps 178,700 people every month.
- **Advocate:** Speak up for strong hunger-relief policies, like a 2-year SNAP cost-shift delay to states and the next Farm Bill.
- **Raise awareness:** Share the Food Bank's posts on Facebook and Instagram, wear orange on September 29, and start conversations about hunger.

“Every action matters, whether it's volunteering, speaking up, or giving,” Diener said. “Together, we can make our community stronger. After all, thriving, healthy communities begin with nourishing food.”

Last year, guest visits went up by about 4%, reaching an average of 178,700 visits each month. This is the highest monthly average in the Food Bank's 45-year history. This is an extension of an alarming trend: over the past four years, monthly guest visits have increased by about 40%.

This Hunger Action Month, assembly is required to end hunger. When farmers, advocates, donors, and volunteers connect their actions, they are no longer separate parts. This becomes an unstoppable movement, building a system that feeds hundreds of thousands of neighbors. Your action is the missing piece.

Find out how you can make a difference at <https://www.brafb.org/event/hunger-action-month/>

About the Blue Ridge Area Food Bank

The Blue Ridge Area Food Bank is the largest hunger-relief organization serving western and central Virginia. Founded in 1981, the Food Bank serves 25 counties and 8 cities through distribution centers in Charlottesville, Lynchburg, Winchester, and its headquarters in Verona. Each month, the Food Bank supports an average of 178,700 guest visits, reaching record numbers of Virginians through a network of 300+ community partners and programs, including food pantries, soup kitchens, shelters, and program sites. As a partner food bank of Feeding America®, the nation's largest hunger-relief organization, the Blue Ridge Area Food Bank pledges to continue innovating and adapting to secure, store, and distribute more food to more individuals, families, children, and seniors experiencing hunger. For more information, visit www.brafb.org.

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