



A Member of Feeding America

FOR IMMEDIATE RELEASE

Media Contact

Adrienne Hamilton

Communications and Public Affairs Specialist

Phone: 214-270-2058

Email: adrienneh@ntfb.org

SEPTEMBER IS HUNGER ACTION MONTH 'TOGETHER WE CAN SOLVE HUNGER™'

**One-in-five people in Dallas County and 50 million people in the U.S. face hunger;
Wear ORANGE to show your support on Thursday, Sept.5**

DALLAS (August 28, 2013) – Hunger relief advocates from North Texas and across the country will be wearing orange on September 5 in an effort to raise awareness of the more than 50 million people in the US who face hunger. It's just one of the many awareness events taking place throughout the month of September in recognition of ***Hunger Action Month*** - a month-long campaign to help end hunger in our country.

Starting September 1, the North Texas Food Bank and the other 200-plus food banks in the Feeding America network will kick off Hunger Action Month by holding events throughout the country to inspire people to take action to help the millions of people who are at risk of hunger in the United States.

In North Texas, events include everything from asking local businesses to light up their buildings orange (the symbolic color of hunger) to a 24-hour food Sort-a-Thon. Hundreds of volunteers are expected to participate in food bank activities here in North Texas.

"September and the Hunger Action Month campaign will help us tell the story that, every single person can make a difference in the life of a hungry child, a family who doesn't have enough to eat and a senior citizen who has to choose between medicine and food. Now is the time for our community and leaders to take bold action: Together We Can Solve Hunger," explained **Jan Pruitt, President and CEO of the North Texas Food Bank**.

The issue of hunger is of particular importance now when 1 in 6 people in Texas are at risk of hunger. Nationally, there are more than 50 million people who struggle with hunger – including 16.7 million children.

Here in Dallas County, about 485,000 people struggle with hunger, including 289,000 children.

"It's a shame that in the 'land of plenty' we have neighbors and friends who have to worry about where they will get their next meal," said **Bob Aiken, CEO of Feeding America**. "By raising awareness and working together, we can solve hunger."

SEPTEMBER IS HUNGER ACTION MONTH "TOGETHER WE CAN SOLVE HUNGER™"

The events taking place in Dallas include:

24-Hour Food Sort-a-Thon: *On Thursday, September 5 at 10 a.m.*, teams of volunteers will lend their hands for eight 3-hour long shifts supporting the Food Bank's massive efforts to provide 65 million nutritious meals this year. Decked out in orange for NTFB's "Go Orange" campaign, volunteer teams will sort and pack fresh produce, meats and packaged goods for distribution to NTFB's network of more than 262 Partner Agencies. Participating corporate and community partners in the Sort-a-Thon include: La Madeleine, 7-Eleven, Dean Foods, Hotels.com and more than 350 individual volunteers.

Dean Foods and 7-Eleven BOGO (Buy One Give One) Campaign: Need milk? For each gallon of Oak Farms-brand white milk purchased at participating 7-Eleven stores in the Dallas-Fort Worth area, one meal will be donated to those struggling with hunger in our community from *September 6 to October 4*.

Dallas Convention and Visitors Bureau "B&G" Letters: The Dallas Convention and Visitors Bureau has partnered with the North Texas Food Bank by painting their B&G letters orange; the same letters used in the Bureau's "BIG" campaign which launched earlier this year. *During September*, the B&G letters will be housed at the Food Bank and other key locations in Dallas, giving the community an opportunity to raise awareness of the critical issue of hunger through photos and social media.

Community Partners Paint the Town Orange: North Texas business and community partners will also recognize Hunger Action Month by painting the town orange *throughout September*. From the city of Mesquite, to the lights of area landmarks such as The Omni Dallas Hotel, One Arts Plaza, the Dallas Zoo giraffe, Mockingbird Station, The Shops at Legacy in Plano, and Thanks-Giving Square.

SNAP Challenge: Can you eat on just \$4.50 a day? The North Texas Food Bank is inviting the North Texas community to take the *SNAP Challenge from Monday-Friday, Sept. 16-20*. SNAP, commonly known as the Lone Star card or food stamps, provides monthly benefits to supplement the food budgets of families in need. In many cases the SNAP benefits are inadequate and families still struggle to put food on the table. The SNAP challenge will bring home the experience of what it's like to eat three nutritious meals on \$4.50 per person per day. Key influential people in the Dallas area will be participating in the SNAP Challenge, including: Jan Pruitt, Reverend Andy Stoker, Rabbi Andrew Marc Paley, chefs and media personnel.

North Texas Giving Day: Help fight hunger and support the North Texas Food Bank on *September 19, from 7am to midnight, by making a donation on North Texas Giving Day*. Get up and Give and make a difference in the life of those facing hunger in North Texas! www.DonorBridgeTX.org/

About The North Texas Food Bank

The North Texas Food Bank (NTFB) is a top-ranked nonprofit relief organization which leads the fight against hunger with knowledge-based strategies to distribute donated, purchased and prepared foods through a network of feeding programs in 13 North Texas counties. Founded in 1982, NTFB has distributed more than half a billion pounds of food in its 30-year history. NTFB supports the nutritional needs of children, families and seniors through research, education, advocacy, and strategic partnerships. In FY 2013, NTFB provided access to 62 million nutritious meals. NTFB is a member of Feeding America (feedingamerica.org). Visit www.ntfb.org and follow NTFB on social media (Facebook, Twitter, Pinterest, LinkedIn, YouTube) for more ways to contribute to the Food Bank during Hunger Action Month.