



San Diego Food Bank – Press Release

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For immediate release

‘Food 4 Kids Backpack Program’ Bike Prize Contest

Maryland Elementary School, Friday 13th 1pm

San Diego, Calif. – June 12, 2008 – A new San Diego Food Bank program for kids at severe risk of weekend food poverty will end activities for this school year on Friday, the beginning of summer vacation.

To mark the occasion, the San Diego Food Bank will be sponsoring a bike prize contest for students participating in the program at Maryland Elementary School, 700 North Ave. Vista, CA 92083 on Friday, June 13 at 1 p.m.

The San Diego Food Bank’s new Food 4 Kids Backpack Program is in its second pilot year and provides food to children who receive free school meals Monday through Friday but who are at severe risk of going hungry during weekends when free school meals are unavailable.

The Food 4 Kids Backpack Program works in cooperation with local schools and teachers and provides kids identified as “severe hunger risks” with a backpack full of child-friendly food to get them through the weekend.

J. Scofield “Scody” Hage, Executive Director, San Diego Food Bank said, “This is a problem throughout the country. Kids on free school meals who are most at risk sometimes return to school on Monday’s weighing less than they did the previous Friday, and their pain and inability to focus in school is very clear. Next year, the Food Bank aims to increase the program by an additional 40 children, and we are appealing to the community to continue giving donations since the more donations we receive, the more kids we can feed over the weekends when school’s out.”*

The San Diego Food Bank is inviting the media to attend the bicycle contest (with bikes donated to the Food Bank) on Friday where parents, teachers and students** will be on hand to discuss the program and the impact it’s had on the youngsters receiving weekend food backpacks.

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Notes for Editors:

* Free summer lunches will be available to kids at City of San Diego Park and Recreation Centers. No enrollment, no paperwork and no income qualifications will be required.

** Students at the event will have parental consent forms to participate and engage with the media.

About the Food Bank:

Established in 1977, the San Diego Food Bank is a critical component to the welfare of San Diego County, providing food to people in need, advocating for the hungry and educating the public about hunger-related issues. Through a combination of government programs and partnerships with more than 290 San Diego County non-profit charities, SDFB acts as a central repository and distribution point for government and donated food. Funded by foundations, grants, USDA, corporations, sponsors and individual donors, SDFB distributes more than 10 million pounds of food annually to individuals, families and a network of non-profit organizations that work to alleviate hunger throughout the county. For more information, please visit www.sandiegofoodbank.org

For more information contact:

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