



San Diego Food Bank/ Hard Rock Hotel – Media Advisory

Contact: Chris Carter
619-857-2314
ccarter@sandiegofoodbank.org

Rana Kay
619-764-6938
ranak@hardrockhotelsd.com

Colleges Rock Hunger

74,000 students at four San Diego colleges unite to fight hunger

Who: The Hard Rock Hotel is sponsoring San Diego's largest ever college food drive. Four colleges including UCSD, SDSU, USD and CSUSM with a combined student population of 74,000 students will host food drives on college campuses across the county.

What: In response to the exponential increase in demand from San Diego families affected by economic crisis, the Hard Rock Hotel San Diego is sponsoring the Colleges Rock Hunger Food Drive. Food collected from the Colleges Rock Hunger Food Drive will be the first official donation to the San Diego Food Bank's 2008 Holiday Food Drive which will be officially launched at the Hard Rock Hotel on 24 October with leading San Diego politicians and student representatives who will be honored at the event.

Where: The food drive will take place at all four college campuses and the Hard Rock Hotel San Diego.

When: The Colleges Rock Hunger Food Drive will take place from October 1 - 17.

Photo Opps: Students on each college campus collecting thousands of food items with decorated red barrels and Hard Rock Hotel "Colleges Rock Hunger" posters.

Interviewees: Student representatives from each college
Hard Rock Hotel General Manager Matt Greene
San Diego Food Bank Chairman Eugene "Mitch" Mitchell
(To discuss the economic crisis and the importance of the Holiday Food Drive.)

Editor's Notes:

Colleges Rock Hunger participating colleges: University of California San Diego, San Diego State University, University of San Diego, California State University San Marcos.

Student populations: UCSD 19,000; SDSU 38,000; USD 7,500; CSUSM 9,200.

Hard Rock Hotel party: The Hard Rock Hotel will host a party for participating colleges and the San Diego Food Bank on Friday, October 24. Five hundred guests including local elected officials, students from the participating colleges, and members of the San Diego Food Bank will celebrate the completion of the college campaign and mark the launch of the annual San Diego Food Bank Holiday Food Drive. Entertainment will include a DJ and guitar hero stations for guests.

About San Diego 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 300 San Diego County non-profit charities, SDFB acts as a central repository and distribution point for government and donated food. Funded by foundations, grants, the 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.

About the Hard Rock Hotel San Diego: Located at the entrance of the Gaslamp Quarter across from the San Diego Convention Center, Hard Rock Hotel San Diego boasts an upscale, contemporary design, signature restaurants, a sophisticated nightlife, superior customer service and, of course, the distinctive thread running through all Hard Rock properties – rock ‘n’ roll. Amenities include 420 rooms and suites including 17 Rock Star Suites, over 40,000 square feet of unique meeting and event space, a world-class Nobu restaurant, and two bars – Moonstone Lounge and Sweetwater Saloon – operated by nightlife entrepreneurs Rande and Scott Gerber, founders of the Gerber Group. Additional features include Maryjane’s Coffee Shop, Rock Spa and fitness center, a landscaped rooftop pool deck with private cabanas, a Rock Shop and a Pinkberry yogurt store. For more information visit www.hardrockhotelsd.com.