



## San Diego Food Bank/ Hard Rock Hotel – Media Advisory

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# Mayor Sanders helps San Diego Food Bank launch most important food drive in decades

- What:** Mayor Jerry Sanders will officially launch the San Diego Food Bank’s annual Holiday Food Drive, which the Food Bank says will be the most important food drive in decades due to the surge in demand from San Diego families hit by the economic crisis and the Food Bank’s dangerously low food supply.
- Who:** Mayor Jerry Sanders, San Diego City Council members and County Supervisors, along with San Diego Food Bank Chairman Eugene “Mitch” Mitchell, President Stephen P. Cushman, CEO J. Scofield “Scody” Hage, Hard Rock Hotel San Diego General Manager Matt Greene and student representatives from UCSD, SDSU, USD and CSUSM.
- Where:** Hard Rock Hotel, 207 5th Ave, San Diego, CA 92101  
Edge Event Space, 2<sup>nd</sup> Floor  
Media parking on 5<sup>th</sup> and 6<sup>th</sup> Avenues along Hard Rock Hotel
- When:** **Friday, Oct. 24**  
11 a.m. – 11.30 a.m. (Media interviews 11:30 a.m. – noon)
- Photo Opps:**  
(1) Mayor Jerry Sanders with San Diego Food Bank leaders and Hard Rock Hotel GM Matt Greene next to large red food bank collection barrels filled with canned food. New 2008 Holiday Food Drive posters.

(2) Mayor Sanders with student representatives (wearing college sweatshirts) from USD, CSUSM, UCSD, SDSU who made the first official contribution to the Holiday Food Drive with sponsorship from the Hard Rock Hotel San Diego.

**Interviewees:** Mayor Jerry Sanders  
San Diego Food Bank Chairman Eugene "Mitch" Mitchell  
Student representatives from UCSD, SDSU, CSUSM, USD  
Hard Rock Hotel GM Matt Greene

### **Editors Notes:**

#### **Honoring students' contribution:**

In response to the exponential increase in demand from San Diego families affected by the economic crisis, the Hard Rock Hotel San Diego sponsored 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. Students from the participating colleges will be honored at the event.

#### **San Diego Food Bank to unveil new logo:**

At the Holiday Food Drive launch event, the San Diego Food Bank will unveil its newly redesigned logo after marking its first year of operation as an independent food bank.

**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](http://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](http://www.hardrockhotelsd.com).

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