



## **San Diego Food Bank – Press Release**

Contact: Chris Carter  
619-857-2314  
ccarter@sandiegofoodbank.org  
[www.sandiegofoodbank.org](http://www.sandiegofoodbank.org)

**For immediate release:**

### **San Diego Food Bank Holiday Food Drive: most important in decades**

San Diego, Calif. – Oct. 30, 2008 – The San Diego Food Bank begins its annual Holiday Food Drive collection at all VONS, Wells Fargo, Stater Bros and Jerome’s Furniture locations throughout the county from Nov. 1 to Dec. 31.

The San Diego Food Bank is appealing to the community for help given its “dangerously low of supply of donated food” due to the surge in demand from thousands of additional San Diego families every week.

The San Diego Food Bank blames the souring economy which, it says, is affecting large numbers of low-income working families and increasing numbers of middleclass families struggling with higher mortgages, home foreclosures, job layoffs, rising prices and stagnant wages.

City leaders, including Mayor Sanders, are calling on the county to help the San Diego Food Bank feed the hungry this holiday season. In a statement on behalf of the Food Bank, Sanders asked local residents “not only to contribute but lead mini-drives at their workplaces, churches or children’s classrooms to help those in need.”

The Honorary Chair of the Holiday Food Drive, Jerry Navarra of Jerome’s Furniture, is asking the community to help those less fortunate this holiday season by shoring up the Food Bank’s shortfall in supply.

Navarra said, “The San Diego Food Bank has been a community resource for decades. It provides a safety net for those who are struggling to put food on the table, but this holiday season the community needs to mobilize support for the Food Bank to shore up its supplies and ensure that families in need don’t have to go to bed hungry.”

Donations will be collected in the Food Bank’s red bins at supermarkets and businesses throughout the county, or food can be dropped at the Food Bank’s warehouse: 9850 Distribution Avenue. The most needed items are canned meats, tuna, canned fruits, canned vegetables, canned beans, canned soups, peanut butter, dry cereal, pasta, rice and macaroni and cheese.

For more information about the 2008 Holiday Food Drive or to host a food drive, visit the San Diego Food Bank’s website: [www.sandiegofoodbank.org](http://www.sandiegofoodbank.org).

**Editors Notes:**

**San Diego Food Bank new logo:**

The San Diego Food Bank has unveiled its newly redesigned logo for the Holiday Food Drive. The logo, designed by ParkerWhite, marks its first year of operation as an independent food bank and represents the role it serves as a vital community resource.

**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).

###