



San Diego Food Bank – Press Release

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For immediate release:

Sole Food ***\$25 Rangoni Shoes' giftcard for San Diego Food Bank donations*** ***La Jolla, October 17 - 19***

San Diego, Calif. – La Jolla-based Rangoni Firenze Shoes will host a food drive on behalf of the San Diego Food Bank this weekend from Oct. 17 to 19.

Rangoni Shoes is inviting customers to bring a bag of canned goods (a minimum of ten cans) to receive a \$25 giftcard which can be used on any regular priced merchandise of \$100 or more.

Rangoni Shoes is hosting the food drive to help families affected by the crisis gripping San Diego. Recent statistics released by the San Diego Food Bank showed startling increases in its distribution figures comparing the first two quarters of the year. Rises of 102% in La Mesa, 69% in Spring Valley and 34% in Chula Vista illustrate the impact the crisis is having on San Diego families.

The San Diego Food Bank cites the lethal combination of rising prices, job layoffs, rising rents, home foreclosures and stagnant wages as the key factors that are forcing thousands of low-income working families and fixed-income seniors to turn to the Food Bank for help.

Scody Hage, San Diego Food Bank CEO said, “We are absolutely delighted that Rangoni Shoes is uniting behind us to fight hunger in San Diego County. We are seeing thousands of new families coming to us every month who are struggling to put food on

the table. Every can of food Rangoni's food drive raises will mean that a person doesn't have to go to bed hungry."

About Rangoni Shoes:

Rangoni Shoes showcase a full range of Italian-crafted quality footwear and accessories for both women and men. In addition to their Rangoni and Amalfi brands you will find selections from Sesto Meucci, Cole Haan, Donald J Pliner, Anne Klein, Moreschi, Magnanni, Sandro Moscoloni, Geox and more. They specialize in hard to fit feet carrying a wide variety of sizes and widths. Their relaxed salon, along with one-on-one personalized service, help create a pleasurable shopping experience. For more information call 858.459.4469 or visit www.rangonishoes.com on-line.

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.

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