



## **5 High Schools United/ San Diego Food Bank Media Advisory**

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## **Teens respond to local hunger crisis**

### **Five San Diego high schools host food drive and 'hunger video' competition**

San Diego, Calif. – September 25, 2008 – In response to the deepening economic crisis, five high schools will host a food drive and *YouTube-style* video competition to help the San Diego Food Bank feed struggling families and raise awareness about hunger in San Diego County.

Francis Parker School, The Bishop's School, Horizon Christian School , Mater Dei Catholic High School and Our Lady of Peace Academy are sponsoring hunger awareness campaigns this week which will culminate in a one-day food drive on Friday, Oct. 3 with a combined total of 3,200 students expected to donate thousands of pounds at each school.

Coca Cola, sponsors of the food drive and video competition, will provide cash awards for the winning schools which can be used to fund Associated Student Body-run community service programs and college bonds for the winning "Eyes on Hunger" video team. In addition, Spy Optic Sunglasses will provide a package of sunglasses to the winning video team to be announced at the end of October.

The schools are uniting 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.

Tara Reed, Chair of the San Diego Food Bank Youth Council, said “I am so proud to be organizing this project with a group of teens who are dedicated to making an impact in their community. This food drive is particularly important to the students at all 5 schools because we can identify with the 48 percent of people served by the San Diego Food Bank who are under the age of 18, our age!”

Scody Hage, San Diego Food Bank CEO said, “We are absolutely delighted that the students at these five schools are uniting behind us to fight hunger in San Diego. 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 the schools raise will mean that a person doesn't have to go to bed hungry.”

### **NOTES FOR EDITORS:**

**Photo opportunities:** 750 students donating cans in red barrels in the campus quad at Francis Parker School, 6501 Linda Vista Rd. San Diego, CA 92111 on Friday, 3 October at 8.00 am.

**Participating schools:** Francis Parker School, The Bishop's School, Horizon Christian School, Mater Dei Catholic High School and Our Lady of Peace Academy will participate in both the food drive and hunger video competition. La Jolla Country Day School will participate in the hunger video competition.

**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).

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