



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

Mayor Sanders to help San Diego Food Bank launch most important food drive in its history

What:

Mayor Jerry Sanders will officially launch the San Diego Food Bank's annual Holiday Food Drive which, according to the Food Bank, will be the most important in its 32 year history since it is feeding more people than ever before.

Food Bank Chairman Eugene "Mitch" Mitchell will highlight the Food Bank's latest distribution statistics (see below)*, and the Mayor will deliver a speech calling on San Diegans to support the Food Bank's annual Holiday Food Drive.

The Mayor will also announce the winner of the Hard Rock Hotel sponsored Colleges Rock Hunger Food Drive. Four San Diego colleges with a combined student population of 74,000 students ran campus food drives throughout October. Their donation will be the first official donation to the 2009 Holiday Food Drive. Mayor Sanders and Hard Rock Hotel officials will award a life-size "Guitar Trophy" to the winning college.

Food Bank officials and the Mayor will also honor 20 Vons supermarket managers who are hosting collection barrels at every San Diego County Vons location throughout November and December.

Who:

Mayor Jerry Sanders
SDFB Board President Stephen P. Cushman
SDFB Chairman Eugene "Mitch" Mitchell
2009 Holiday Food Drive Co-chair Maureen Sullivan
2009 Holiday Food Drive Co-chair Dan Shea
Hard Rock Hotel San Diego officials
Over 90 students from UCSD, SDSU, USD and CSUSM
Vons supermarket store managers

Where:

The Edge Room, 2nd Floor
Hard Rock Hotel, 207 5th Ave, San Diego, CA 92101

**When: Tuesday, Nov. 3
10.30 a.m. – 11.00 a.m.**

Photos:

- (1) Mayor Sanders awarding Hard Rock Hotel “Guitar Trophy” to winning university.
- (2) Mayor Sanders with student representatives from USD, CSUSM, UCSD, SDSU.
- (3) Mayor Sanders with 20 Vons store managers
- (4) San Diego Food Bank officials with red collection barrels full of food.

Interviewees:

Mayor Jerry Sanders
San Diego Food Bank Chairman Eugene “Mitch” Mitchell
Student representatives from UCSD, SDSU, CSUSM, USD
Hard Rock Hotel Public Relations Manager, Rana Kay
2009 Holiday Food Drive Co-chairs:
Maureen Sullivan, President & Publisher, San Diego Magazine &
Dan Shea, Donovan’s Steak and Chop House

Why:

The San Diego Food Bank highlights statistics at the start of the 2009 Holiday Food Drive showing sustained increases in demand from cities across the county. *

The Food Bank’s figures compare the amount of food it distributed during the first six months of 2008 with the same period in 2009.

From January to June, the amount of food distributed to the needy doubled and tripled in key cities across the county. The number of meals distributed by the Food Bank in the City of San Diego alone increased from 1.6 million in 2008 to 2.4 million in 2009.

San Diego Food Bank Distribution Statistics 2008 vs. 2009

SDFB distribution increases Q1-Q2 2008 vs. Q1-Q2 2009	
City	% Increase
El Cajon	32%
Fallbrook	100%
Imperial Beach	202%
La Mesa	31%
Lemon Grove	144%
National City	13%
Oceanside	12%
San Diego	39%
San Ysidro	29%
Spring Valley	80%
Vista	86%

Based on the number of people enrolled on Food Bank programs and reports from its nonprofit partners, the number of people served by the Food Bank every month has increased from 200,000 to 304,000 from 2008 to 2009, an increase of 52%.

From January 2008 to June 2009, the Food Bank's Emergency Food Program, for families in immediate need of assistance, increased from 37,374 participants to 75,594 in June 2009, a rise of 102%.

The Food Bank cites the lethal combination of unemployment over 10%, home foreclosures and high gas prices as key factors why tens of thousands of additional families, individuals and fixed-income seniors are seeking help.

Distribution Increases by number of meals Q1-Q2 2008 vs. Q1-Q2 2009:

City of San Diego Communities	Meals Distributed Jan. – June 2008	Meals Distributed Jan. – June 2009	
Barrio Logan	219,201	280,717	28%
City Heights	98,983	179,630	81%
Hillcrest/ Mission Hills	36,205	61,205	69%
Miramar	85,275	199,694	134%
Mission Valley	31,604	47,076	49%
Normal Heights	21,367	47,207	121%

City	Meals Dist. Q1-Q2 2008	Meals Dist. Q1-Q2 2009	% Increase
Dulzura	2,985	13,034	337%
El Cajon	206,532	273,013	32%
Encinitas	18,358	36,414	98%
Fallbrook	57,734	115,435	100%
Imperial Beach	16,959	51,246	202%
Jacumba	22,543	27,619	23%
La Mesa	138,823	181,853	31%
Lemon Grove	44,998	109,881	144%
Nat'l City	211,003	239,304	13%
Oceanside	151,422	169,788	12%
Ramona	27,457	43,179	57%
San Marcos	35,224	38,458	9%
San Ysidro	115,164	148,900	29%
Santee	22,094	29,602	34%
Spring Valley	122,189	220,354	80%
Vista	49,523	92,014	86%

SDFB Distribution Fiscal Year Increases 2007-08 to 2008-09:

SDFB distributed 9.1 million pounds of food throughout San Diego County during the fiscal year 2007-08. This increased to 11.3 million pounds in the fiscal year 2008-09.

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 second annual 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 2009 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 Holiday Food Drive logo.

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 404 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 11.3 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 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, Float pool lounge and street-level 207 bar. Additional features include retro-chic diner Maryjane's, 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.

###