



“Drop Off” Partners:



San Diego Food Bank – Media Advisory

Contact: Chris Carter
 619-857-2314
 ccarter@sandiegofoodbank.org
www.sandiegofoodbank.org

Countywide Summer Food Drive Launch June 22

- What:** The San Diego Food Bank will kick-off a major countywide summer food drive sponsored by Donovan’s Steak and Chop House with media partner KFMB Channel 8. Participating San Diego County Albertsons/Sav-on Pharmacy stores, Jack in the Box® restaurants and Stater Bros. Supermarkets will act as official food “drop off” locations.
- When:** The food drive will run from June 22 until Labor Day (Sept. 7)
- Where:** Donate food items at participating Jack in the Box® restaurants, Albertsons/Sav-on Pharmacy stores and Stater Bros. Supermarkets using the Food Bank’s famous red barrels
- Why:** Every summer, the San Diego Food Bank experiences a dramatic increase in demand due to the tens of thousands of school children who no longer receive free school meals during the summer vacation. According to 2006 U.S. Census data, over 267,000 children live at or near the poverty level in San Diego County.

This will be exacerbated by the record number of jobless parents who will need assistance putting food on the table. But the Food Bank will be challenged to meet the rising demand due to sharply declining summer donations. With demand nearly outstripping supply, the SDFB is asking the community to help fill the gap.

Photo opportunities/ Interviewees:

- Red food drive barrels at participating Albertsons/Sav-on Pharmacy stores, Jack in the Box® restaurants and Stater Bros. Supermarkets.
- Shoppers donating food in the Food Bank's famous red barrels.
- San Diego Food Bank officials at the SDFB warehouse in Miramar.

EDITORS NOTES**San Diego County poverty/ hunger facts:**

Of the 3.1 million residents in San Diego County, over 480,000 people in San Diego County face the threat of hunger. Of this number, 267,000 are children under 18.

San Diego Food Bank's most needed items:

- Canned meat & tuna
- Canned soups
- Canned fruits and vegetables
- Canned beans
- Dry cereal
- Rice
- Mac & cheese
- Spaghetti

Public Service Announcements:**30 SECONDS:**

OVER THE SUMMER THOUSANDS OF SCHOOL CHILDREN NO LONGER RECEIVE FREE SCHOOL MEALS. SUPPORT THE SAN DIEGO FOOD BANK'S SUMMER FOOD DRIVE AND HELP US FEED HUNGRY KIDS. DONATE NON-PERISHABLE FOOD ITEMS AT PARTICIPATING ALBERTSONS/ SAV-ON PHARMACY STORES, JACK IN THE BOX RESTAURANTS OR STATER BROTHERS SUPERMARKETS. EVERY CAN COLLECTED WILL HELP US FEED A HUNGRY CHILD.

15 SECONDS:

THE SAN DIEGO FOOD BANK NEEDS YOUR HELP FEEDING THOUSANDS OF CHILDREN ON SUMMER VACATION. DONATE A NON-PERISHABLE FOOD ITEM AT YOUR LOCAL PARTICIPATING ALBERTSONS/ SAV-ON PHARMACY STORES, JACK IN THE BOX RESTAURANTS OR STATER BROTHERS SUPERMARKETS. SCHOOL'S OUT, BUT HUNGER'S NOT.

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