



San Diego Food Bank – Media Advisory

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Bakers of Wonder®, Nature's Pride® and Home Pride® Breads to donate 5,000 loaves to San Diego Food Bank, enough for 50,000 sandwiches

What: Launching Hunger Action Month, Interstate Brands Corporation (IBC), the bakers of Wonder®, Nature's Pride® and Home Pride® Breads, will donate approximately 5,000 loaves of bread to the San Diego Food Bank for its Hillcrest food distribution.* 5,000 loaves provides enough bread for more than 50,000 sandwiches.

Who: San Diego Food Bank officials will be available for interview. Over 400 people attend the Food Bank's Hillcrest distribution every month including local low-income seniors and families from nearby University Heights, Northpark and Normal Heights. People start lining-up at 5 a.m. for the 9 a.m. distribution.

Where: LGBT Community Center, 3909 Centre Street, San Diego, CA 92103

When: Tuesday, Sept. 1 from 6 a.m. until 9 a.m. (For earlier interviews with officials contact Chris Carter.)

Why: September is Hunger Action Month. IBC's donation will help the Food Bank meet soaring demand from seniors and families affected by prolonged recession. IBC is

calling on the community and businesses to step-up efforts to feed the hungry in San Diego and help raise awareness about hunger in our community.

IBC pledged this donation to support the San Diego Food Bank's mission of providing food to people in need, advocating for the hungry and advancing human caring, and to demonstrate IBC's commitment to the local community after a nearly two-year absence from the Southern California market. Wonder and Home Pride breads are now again available in Southern California and new all natural Nature's Pride bread has expanded its west coast distribution and is now sold throughout the region as well.

Visuals:

- Wonderbread® truck unloading 5,000 loaves.
- 26 six foot tall bread racks lined up side by side.
- San Diego Food Bank food distribution tables.
- San Diego Food Bank Food Stamp Outreach tent

Interviewees:

- Food distribution with 400 attendees lined up along Centre Street and University Avenue.
- San Deigo Food Bank officials

EDITORS NOTES:

*** Additional distributions for IBC donation:**

A portion of the donation will be distributed to the Food Bank's nonprofit partners including soup kitchens, senior day centers, shelters, food pantries, low-income daycare centers and disability programs.

About IBC:

Interstate Brands Corporation is one of the nation's largest wholesale bakers and distributors of fresh baked bread and sweet goods under various brand names including Wonder®, Hostess®, Nature's Pride®, Dolly Madison®, Home Pride®, Merita® and Drake's®. For more information visit www.interstatebakeries.com

IBC bread brands return to Southern California:

In response to significant consumer demand during a nearly two-year absence, Wonder® and Home Pride® brand breads – among the top sellers in their respective

categories previously – are now again available at retailers throughout the Southern California market. In addition, new Nature's Pride® bread, the first brand of 100% natural bread available across the country, has expanded its west coast distribution and is now sold throughout Southern California.

About Hunger Action Month:

Hunger Action Month is part of a nationwide effort to motivate local action to end hunger. Hunger Action Month will enable elected officials, community leaders and all San Diegans to join the fight against hunger by raising awareness of the food crisis locally and nationwide.

Take ACTION during Hunger Action Month:

Host a Food Drive:

Host a food drive at your school, business or church. Or host a “virtual food drive” via the San Diego Food Bank's website. Visit www.sandiegofoodbank.org

Volunteer:

The SDFB feeds 304,000 people every month. In order to feed so many San Diegans, we rely on volunteers who work in our warehouse sorting and packaging tons of food everyday for distribution. In 2008, over 14,000 people volunteered at the SDFB.

Donate money

The SDFB uses monetary donations to supplement food drive donations. For every \$1 donated, the SDFB can provide three meals. Visit our website and make a donation on-line or call the SDFB: 858-527-1419.

Advocate for the Hungry and contact your Member of Congress:

Congress will soon consider reauthorizing funding for the Child Nutrition and WIC Reauthorization Act. This legislation funds programs that are vital to the health and development of our nation's children. It is critical that Congress pass this legislation to ensure that child nutrition programs are adequately funded and can reach the millions of children living with hunger.

These programs include the National School Lunch and School Breakfast Programs, the Child and Adult Care Food Program (CACFP), the Summer Food Service Program, and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).

During our current economic challenges, many families will be turning to our nation's Child Nutrition Programs to ensure their children have adequate nutrition. We encourage the community to contact legislators' offices to help educate them about the importance of providing adequate funding for these programs.

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