



News Release

For more information, please contact:
Kasandra Gunter Robinson
645 Taylor Street, NE
Washington, DC 20017
202-526-5344 ext. 225
202-526-1253 fax
robinsonk@cfoodbank.org
www.CapitalAreaFoodBank.org

FOR IMMEDIATE RELEASE

ON THIS NIGHT, WEARING DENIM CAN MAKE THOUSANDS MORE COMFORTABLE FIFTH ANNUAL BLUE JEANS BALL RAISES FUNDS FOR HUNGER

HOSTED BY THE CAPITAL AREA FOOD BANK

Washington, D.C., April 3, 2008 – A unique, exciting charitable gala, the Blue Jeans Ball strives to raise awareness and dollars in the struggle to end hunger in a fun way; and this year it will be even more extraordinary. The Capital Area Food Bank, the area’s largest public, nonprofit food and nutrition education resource, will host its fifth annual ball on Tuesday, April, 8, 2008, 6:00 P.M. at the Marriott Wardman Park- Lincoln Room (2660 Woodley Road, NW, Washington, DC 20008). The Honorary Event Chair is Kathleen Matthews, executive vice president, Global Communications & Public Affairs, Marriott International, Inc. The 2008 Apple of Our Eye Award will be presented to J.W. Marriott, Jr., chairman and chief executive officer, Marriott International, Inc.

“At this moment in time, everyone in America is keenly aware of the rising cost of living,” says Lynn Brantley, president and CEO of the Capital Area Food Bank. She continues, “We are hearing reports of middle class families looking to agencies for help, so imagine how difficult it must be for those earning minimum wage and already on the brink of hunger - these are devastating times for them. It’s in the spirit of addressing hunger and nutrition needs that we seek community support for events like the Blue Jeans Ball. The funds raised from this event will help the food bank provide additional meals and programs to our neighbors in need.” The ball has generated over \$300,000 since its inception in 2004.

The evening will feature palate-tempting cuisine prepared by the region’s finest food aficionados, live entertainment by the Second Amendments- the only congressional rock band, a remarkable silent auction and an impressive live auction featuring the WUSA 9 News Now Morning Team as celebrity auctioneers. Comedian and political satirist, Mark Russell, will entertain guests who attend the Couture Reception. Unlike the traditional black tie affair, comfortable denim blues will represent modern style at this ball.

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Guest chefs stirring up added flavor include Donna Brazile, political strategist; Shari Elliker, WBAL radio personality; Frank Guzzetta, former chairman of Macy's and Hecht's; Congressman John Sarbanes; Congressman Bart Stupak; and Marilyn Thompson, WASH FM radio personality.

Sponsors of the Fifth Annual Blue Jeans Ball include Sodexo, Giant Food Inc., Safeway Inc., Shoppers, DLA Piper, Marriott Wardman Park and National Association of Chain Drug Stores, among others. Over 30 local restaurants will participate including Bebo Trattoria, Central Michel Richard, Indigo Landing, Restaurant K by Alison Swope, Tenpenh, Vidalia and Bistro Bis.

Reservations are available for \$150 by logging on to www.CapitalAreaFoodBank.org or by calling the Capital Area Food Bank at 202-526-5344 ext. 234. Payment will be accepted at the door on the night of the event.

***The Capital Area Food Bank** is the largest public, nonprofit food and nutrition education resource in the Washington, D.C. Metropolitan Area. Last year the Capital Area Food Bank distributed 20 million pounds of food through more than 700 partner agencies in the region. In Washington, D.C. 1 in 2 school age children is at risk of hunger; in Prince George's and Montgomery Counties, 1 in 5; and in Northern Virginia, 1 in 6. In conjunction with our partner agencies, the CAFB helps nourish children, seniors and families in need. The Capital Area Food Bank has served the National Capital Region over 28 years. For more information, visit our web site at www.CapitalAreaFoodBank.org.*

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