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**growing hope
against hunger**

MEDIA ALERT*MEDIA ALERT***MEDIA ALERT**

THE CAPITAL AREA FOOD BANK HOSTS COMMUNITY SCREENING OF SESAME STREET SPECIAL DEALING WITH HUNGER IN AMERICA



WHAT: The Capital Area Food Bank and Sesame Workshop, the nonprofit organization behind *Sesame Street*, will host a community screening featuring portions of *Sesame Street*'s newest primetime special, *Growing Hope Against Hunger*, featuring Brad Paisley, Kimberly Williams Paisley, and the *Sesame Street* Muppets. The screening will showcase the program and provide educational opportunities for families around the issue of hunger in America. The special, made possible by the generous support of Walmart, raises awareness of the widespread issue of hunger and provides simple, empowering strategies to families who aren't sure where their next meal will come from-and to others who want to help.

The Capital Area Food Bank, the metro area's hub for food sourcing and distribution in the hunger relief movement, has experienced a 25 percent increase in demand for food assistance over the past four years. In the District alone, one in two children is at risk of hunger.

WHO:

- Atlantic Gardens Kids Cafe participants
- Capital Area Food Bank representatives

WHEN: **Wednesday, October 12**
4:45 – 6 PM

WHERE: **Atlantic Gardens**
4275 4th Street SE
Washington, DC 20032

WHY:

- Kids are going hungry – over 200,000 are at risk of hunger in the metro area
- The food bank's partner agencies are reporting increases from 30 to over 100 percent in the demand for food assistance
- In the District of Columbia, 1 in 3 residents is at risk of or suffering from hunger

VISUALS:

- Kids Cafe participants watching the screening
- Children participating in hunger awareness activities

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