



****Media Advisory****

**SHOPPERS, Capital Area Food Bank to Launch
Mobile Feeding Bus for Children in Need**

MANASSAS, VA, June 18, 2015 — Twelve percent of children — more than 14,000 boys and girls — living in Prince William County struggle daily to get the food they need, and the summer months are even more challenging as children don't have access to regular school meals.

To address this growing need, Shoppers® Food & Pharmacy, a trusted local grocer in the Baltimore and Washington, D.C. area, along with the Capital Area Food Bank will unveil an innovative new mobile feeding program this Monday, June 22, at the Signal Hill Shoppers store in Manassas, Virginia.

To start, the program, funded by a \$150,000 charitable grant from Shoppers, will deliver lunch to approximately 300 children in greater Prince William County every weekday from June 22 through Aug. 28 via a customized mobile feeding bus. The former school bus, which was recently converted to carry fresh, healthy food, will make daily stops at four locations in Manassas, Dumfries and Woodbridge, bringing approximately 18,000 lunches to children in need over the summer months.

Representatives from Shoppers and the Capital Area Food Bank will join local elected officials at a press conference to launch the program and unveil the mobile feeding bus at 9 a.m. Monday, June 22. Media and the public are invited to attend the event.

Details of Monday's kick-off event are as follows:

- What:** Kick-off ceremony to launch the Shoppers and Capital Area Food Bank's mobile feeding bus program for children in Prince William County area
- When:** 9 a.m., Monday, June 22, 2015
- Where:** Shoppers Signal Hill
9540 Liberia Ave.
Manassas, Va.

Media interested in attending can contact Bob Ringer for SHOPPERS at bob.ringer@spongpr.com or (612) 375-8548 or Shamia Holloway with the Capital Area Food Bank at sholloway@capitalareafoodbank.org or (513) 604.7859.

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About SHOPPERS® Food & Pharmacy

SHOPPERS® Food & Pharmacy, part of the SUPERVALU family of grocery stores, offers consumers in Baltimore, northern Virginia and Washington, D.C., a full-service supermarket with the finest quality and largest variety of fresh produce, USDA Choice beef, family pack meats, fresh seafood and steamed shrimp, as well as hot foods, salad bars and full-service pharmacies. With 56 stores in its banner, SHOPPERS targets the price-conscious consumers offering over 30,000 everyday low prices and a commitment to save up to 15 percent or more every day with no card needed. For more information, please visit www.shoppersfood.com.

About Capital Area Food Bank

The Capital Area Food Bank is the largest hunger relief organization in the Washington metro area serving over 530,000 people through direct food distribution programs and a network of 500 partner agencies. Last year, the Capital Area Food Bank distributed 42 million pounds of food – the equivalent of 35 million meals – one-third of which was fresh fruits and vegetables. A member of Feeding America, CAFB takes a comprehensive approach to addressing hunger by increasing access to nutritious food, initiating change through skill-building and advocacy, and creating sustainability with outreach and training for those at risk of hunger. To learn more, visit: www.capitalareafoodbank.org, or find the Capital Area Food Bank on Facebook at [facebook.com/ CapitalAreaFoodBank](https://facebook.com/CapitalAreaFoodBank), and Twitter at [@foodbankmetrodc](https://twitter.com/foodbankmetrodc).

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Media contacts:

Bob Ringer
For Shoppers
612-375-8548
bob.ringer@spongpr.com

Shamia Holloway
Capital Area Food Bank
202-644.9830
sholloway@capitalareafoodbank.org