



Media Advisory

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FOR IMMEDIATE RELEASE

Give a Day's Lunch Money, Help Feed the Hungry

Skip Lunch Feed A Bunch July 8 – 19, 2013

What: The Capital Area Food Bank will host its annual Skip Lunch Feed A Bunch campaign, in which individuals team up to donate what they would normally spend on lunch and compete to be the highest contributing team. The top five earning teams raising over \$500 between July 8 - 19 will receive gift certificates to local restaurants. More importantly, the funds collected will help ensure that all families, children and seniors in the Washington metro area can have access to healthy, affordable meals.

Everyone can participate – just \$5 can provide 15 meals! Businesses, organizations, groups and universities may sign up as teams and select a Hunger Champion to help motivate the team. Individuals can make a small \$10 donation with their cell phones by simply texting SKIP to 85944 and replying “yes” to confirm.

The Capital Area Food Bank, founded in 1980, distributes food annually through 700 partner agencies to 478,100 people in the Washington metro area who are at risk of hunger. A member of Feeding America, the CAFB is the largest public, nonprofit food and nutrition education resource in the region and annually provides 27.5 million meals to residents in need. The Capital Area Food Bank has served the Washington metro area for over 33 years. For more information on hunger, visit the CAFB website at www.capitalareafoodbank.org

- Who:**
- Capital Area Food Bank
 - Those who live and work in the entire Washington metro area may participate
- When:** **July 8 – 19, 2013, but donations will be accepted throughout the entire month.**
- Where:** To create a team, or donate online visit www.capitalareafoodbank.org. You can use your mobile device and text SKIP to 85944. Or you can mail a check to: *Skip Lunch, Capital Area Food Bank, 4900 Puerto Rico Avenue, NE, Washington, DC 20017*
- Why:**
- Kids are going hungry – over 200,000 are at risk of hunger in the metro area
 - In our service area, 50 percent of adults are actually skipping meals because they cannot afford food
 - Calls to the *Hunger Lifeline*, CAFB's emergency food referral system, increased 22 percent over the last fiscal year.

To learn more about hunger and nutrition issues in the Washington metro area, log on to www.capitalareafoodbank.org

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