



News Release

The Westmoreland County Food Bank
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NEWS RELEASE
For immediate release

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**SEPTEMBER IS HUNGER ACTION MONTH —
HELP THE WESTMORELAND COUNTY FOOD BANK END HUNGER**
Give a Little, Feed a Lot.

Delmont, PA – September 2, 2009 — Westmoreland County Food Bank, in conjunction with Feeding America, announces the second annual Hunger Action Month, a nationwide call-to-action effort to mobilize people everywhere to get involved with ending hunger in America.

One in eight Americans struggles with hunger. That's why Feeding America and the Westmoreland County Food Bank are asking everyone to take action during Hunger Action Month and Give a Little, Feed a Lot.

Throughout September, join millions of other Americans in giving a little of yourself ... money, time, voice ... whatever you can ... to feed the hungry in your community.

“The goal of Hunger Action Month is to mobilize the public to help feed the millions of American men, women, and children who are living on the brink of hunger,” said Vicki Escarra, president and CEO of Feeding America. “This September is our opportunity to create a movement that has a real and lasting impact on our efforts to feed more Americans.”

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“Over 15,000 Westmoreland County residents receive food assistance at one of our 80 agencies throughout Westmoreland County,” said Marlene Kozak, CEO of the Westmoreland County Food Bank. “We recently conducted a Gap Study and found that there are over 40,000 more people eligible for food assistance in our community and are not receiving it.” The Westmoreland County Food Bank has embarked on a Pilot Project to reach out to those who are in need and are not receiving services.

The smallest gift can make a big difference to those in need in every community. The Westmoreland County Food Bank is asking coworkers, corporations, community groups, and individuals to participate in Give a Little, Feed a Lot in many easy ways.

Participants in Give a Little, Feed a Lot can commit to volunteer, advocate, organize a food drive, or donate to the Westmoreland County Food Bank. Throughout the month, participants can also visit www.westmorelandfoodbank.org to learn more about how to help people struggling with hunger in their community.

Each dollar donated to the Westmoreland County Food Bank provides **three meals** for someone in our community living at risk of hunger. The Westmoreland County Food Bank provides emergency food assistance for more than 15,000 people in our area every year.

The USDA reports that more than 36 million Americans live in “food-insecure” households — meaning they don’t have dependable, consistent access to adequate amounts of nutritious food to maintain good health.

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Nationally, funds will be raised and distributed in several ways. National partners including Macy's, The Cheesecake Factory, Sony, and others will support the campaign locally through online giving opportunities as well as nationally, through unique programs designed to promote public awareness and support.

For more information on how you can help the Westmoreland County Food Bank, please visit their web site at www.westmorelandfoodbank.org or call 724.468.8660.

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About the Westmoreland County Food Bank

The Westmoreland County Food Bank serves nearly 15,000 area residents each month including 4,000 children and over 2,000 seniors. WCFB currently has 75 member agencies in their network of emergency feeding sites. Of those, 51 are food pantries in which low income consumers are able to access emergency food assistance throughout the month. Last year (2008), the Food Bank distributed over 4.3 million pounds of food.

Through a recent Gap Study, the Westmoreland County Food Bank found that there are at least 40,000 people that are in need of food who are not currently being served. WCFB has aligned their Strategic Plan with that of Feeding America®; and are developing a plan to reach the underserved in Westmoreland County.

*50% of the Food Bank's food comes through the federal and state government and 50% from local donations, food drives and Feeding America®. Funding sources include; federal, state and local grants; the United Way; and 25% of funding from donations by the citizens of Westmoreland County. **Administrative and fundraising costs account for 5% of the Food Bank's operating budget.***

The Westmoreland County Food Bank operates the following programs: Emergency Food Distribution Program, Senior Food Box Program, Operation Fresh Express, Summer Food Service Program, Hunger Garden and Face Hunger. WCFB is a certified affiliate of Feeding America®.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit www.feedingamerica.org.