

HARVEST FOR HUNGER

MEDIA ALERT

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HARVEST FOR HUNGER KICKS OFF 27th ANNUAL CAMPAIGN THURSDAY, FEBRUARY 15 AT 9 a.m.

WHAT: Community leaders will kick off the annual 21-county Harvest for Hunger food and funds drive, which takes place every spring in Northeast Ohio. The drive is one of the largest of its kind in the nation, raising enough food and funds for 21 million meals in 2017. The campaign is a collaborative effort of four food banks including the Akron-Canton Regional Foodbank, the Second Harvest Foodbank of North Central Ohio and the Second Harvest Foodbank of Mahoning Valley; and coordinated locally by the Greater Cleveland Food Bank.

WHEN: Thursday, February 15, 9 a.m.

WHERE: Greater Cleveland Food Bank, 15500 South Waterloo Rd., Cleveland 44110

WHO: 2017 Harvest for Hunger campaign co-chairs are Karen Dolan of the Cleveland Indians and Paul Clark, President, PNC Bank, Cleveland. Mayor Frank Jackson and Cuyahoga County Executive Armond Budish are serving as honorary co-chairs.

The co-chairs will be in attendance to kick off the campaign along with Kristin Warzocha, President & CEO, Greater Cleveland Food Bank and County Executive Armond Budish. John Visnauskas from All Faiths Pantry will share his perspective on the continuing need. More than 200 Harvest for Hunger food drive coordinators, volunteers and supporters will be in attendance. Local media personalities will participate in a Super Six Grocery Challenge and representatives from local supermarkets will serve as judges.

WHY: More than 247,000 people turn to hunger programs annually in Northeast Ohio. Those turning to food programs are making tough choices and trade-offs to keep food on the table. 64% report choosing between paying for food and paying for utilities. ***Every dollar donated through the campaign provides enough food for four nutritious meals.*** Dollars raised through Harvest for Hunger are used to provide nutritious food to hundreds of hot meals sites, food pantries, shelters and other agencies in Northeast Ohio. Nearly 50% of those served by the Greater Cleveland Food Bank's more than 900 partner programs are children and elderly. Harvest for Hunger is a critical resource for local hunger centers and the families they serve.

AGENDA:

9:00 a.m.	Opening comments
9:05 a.m.	Remarks by community leaders listed above
9:35 a.m.	Celebrity supermarket challenge

PHOTO OPPORTUNITIES:

- Remarks by community leaders.
- Members of the media engage in the grocery packing challenge and compete to see who can pack the best bag of groceries to be judged by supermarket representatives.
- The Greater Cleveland Food Bank will be broadcasting the event on Facebook Live. Media is encouraged to share the video, which will be available at www.Facebook.com/ClevelandFoodBank

Harvest for Hunger supermarket sponsors include Giant Eagle, Heinen's, Dave's Markets, Fishers Foods, and Buehler's Fresh Foods. Check Out Hunger is February 18 – March 31 at participating supermarkets. Local media sponsors include Advance Ohio, WOIO Channel 19, WKYC TV 3, WEWS NewsChannel 5, WJW Fox 8, KISS FM, Q104, WGAR, WMJI, WMMS, The Lake, and WTAM. For more information, visit www.HarvestForHunger.org.

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