



**Greater Cleveland
Food Bank**

MEDIA ANNOUNCEMENT/PHOTO OPPORTUNITY

Thursday, October 18, 1:30 p.m.

The Greater Cleveland Food Bank Addresses Food Insecurity with Food as Medicine Initiative

Key Bank donating \$500,000 to the program to make nutritious food, wellness programming more accessible to those with health challenges in Northeast Ohio

WHAT: A key goal of the Greater Cleveland Food Bank's (GCFB) Food as Medicine Initiative provides regular nutritious food to clients who are low-income and diagnosed with food related health challenges such as diabetes and hypertension in order to improve health outcomes. Key Bank announced today a \$500,000 contribution to the program.

Key Bank will present the contribution Thursday, October 18 at the Northeast Ohio Neighborhood Health Services Southeast (NEON) monthly distribution of fresh produce. With support from donors like Key Bank, this program will continue to expand over the next two years providing thousands more pounds of nutritious produce.

More than 330,000 people in our community are food insecure and approximately 300,000 of these individuals are local residents who turn to the GCFB and our more than 900 program partners for assistance each year: 23% struggle with health concerns (many food related). Research has shown that increasing access to fresh produce and perishable food has a positive effect on health, therefore, GCFB is partnering with healthcare institutions like Northeast Ohio Neighborhood Health Services (NEON) and others to provide access to ongoing healthy food to low-income clients diagnosed with certain food related illnesses in order to improve health outcomes.

Through a combination of food insecurity screenings, fresh produce distributions, targeted clinical care, nutrition education, and other wrap-around community resources that address the three main drivers of food insecurity (healthcare, housing, and employment), this initiative aims to eliminate some of the key barriers to improved health and wellbeing, namely a lack of access to healthy food. Providing access to nutritious food at health care sites will help to improve health outcomes among individuals with chronic diseases, such as diabetes and high blood pressure.

WHEN: **Thursday, October 18, 1:30 – 2:30 p.m.**

- **Key Bank executives and Food Bank CEO Kristin Warzocha volunteering at the produce distribution (Photo Op)**
- **More than 4,000 pounds of fresh produce will be distributed to more than 150 people.**
- **Terry Jenkins, President, Key Private Bank, and Kristin Warzocha, Greater Cleveland Food Bank President and CEO available for interviews**

WHERE: **NEON Southeast**
13301 Miles Ave, Cleveland, OH 44105



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CONTACT:

Karen Pozna, GCFB, 216.738.2132; cell 216.214.9436

Carolyn Newberry, GCFB, 216.738.1608, cell 216.548.5338

Jeff Kew, Key Bank, 317.847.0082