

News Release



FOR IMMEDIATE RELEASE
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MEDIA ADVISORY

DONATION HELPS LOCAL FOODBANK DURING SUMMERTIME SHORTAGE

WHO: Blue Cross and Blue Shield of Florida (BCBSF) and the Second Harvest Food Bank of Northeast Florida.

WHAT: Presentation of canned goods and other supplies to the food bank.

WHEN: Thursday, July 8.
2:00 p.m. to 2:40 p.m.

WHERE: Second Harvest Foodbank of Northeast Florida.
1502 Jessie St.
JACKSONVILLE.

WHY: The food bank experiences critical shortages of food during summer months. The donation is designed to create public awareness of the food bank's needs during summer months.

BCBSF has designated July "Freedom From Hunger Month." During the month, BCBSF employees will also donate canned food at various company locations for the food bank.

NOTE: As part of the presentation, employees from BCBSF and the Second Harvest Food Bank of Northeast Florida will unload the donation into the foodbank.

Officials from BCBSF and the food bank will be available for interviews upon request.

SECOND HARVEST FOOD BANK OF NORTHEAST FLORIDA

1502 Jessie Street, Jacksonville, Florida 32206 (904) 353-3663

GENERAL INFORMATION

Where is it?

The Second Harvest Food Bank of Northeast Florida (formerly the Food Bank of Jacksonville) is located at 1502 Jessie Street, near the Gator Bowl Complex. This site was chosen because of its size and location central to agencies and individuals served.

What is it?

The Food Bank distributes food to over 200 not-for-profit agencies with feeding programs, including homeless shelters, daycares, feeding sites, rehabilitation centers, youth services, and food pantries, in the Northeast Florida area. In addition, the Food Bank Crisis Relief component serves over 14,000 individuals annually with emergency food supplies. The Food Bank itself is a program of Lutheran Social Services of Northeast Florida, a 501(c)(3) agency. We are a member of the Second Harvest National Food Bank Network.

Where do we get food?

Donations to the Food Bank, in the form of money and/or products, come from individuals, corporations, foundations, churches, other charitable organizations, and other food banks.

Is there really a need?

YES! Nationwide, 1 out of 7 people - women, children, the elderly, the homeless, the unemployed, the underemployed - fall below the poverty level. As the cost of living steadily rises, proportional income to be spent on food and other necessities decreases.

In the Jacksonville-Northeast Florida area, 26,993 families, representing 72,604 persons, receive AFDC (Aid For Dependent Children) monthly. The average AFDC grant per family is \$256.36, about a fourth of the national average.

20,000+ people in the Northeast Florida area are looking for work.

One in three children in Florida is hungry, or at risk of being hungry, each day.

Food pantries and feeding programs are reporting more and more need each day. During the 1992 fiscal year, the Food Bank distributed more than 3 million pounds of food to our member agencies. This is an increase of 1 million pounds over the previous year. This is concrete evidence that we need more because the need is greater.

How can I help?

Volunteer! Hold a food drive at your workplace! Mail us a check, no matter how big or how small! There are 10,000 ways you can help end hunger in your own backyard. As a not-for-profit agency, your contributions, whether corporate or individual, are tax deductible. And they will go toward one of the best causes today - ending hunger in Northeast Florida, and America. Help us put a stop to an appalling situation. Call 353-FOOD (3663).