

## **REDWOOD EMPIRE FOOD BANK RECEIVES \$50,000 GRANT FROM *HUNGER IS* TO FIGHT CHILDHOOD HUNGER**

***Hunger Is, a joint charitable initiative of the Albertsons Companies Foundation and the Entertainment Industry Foundation, will support efforts to eradicate childhood hunger across the U.S.***

Santa Rosa, CA – March 10, 2016 – The Redwood Empire Food Bank (REFB) has received a \$50,000 grant from *Hunger Is* to help solve childhood hunger. The REFB, one of 79 organizations selected across the U.S., was invited by *Hunger Is* to respond with approaches to increase access to free and reduced-cost school breakfast, to improve the nutritional quality of breakfast programs, and to expand weekend, summer and vacation feeding programs.

*Hunger Is*, the joint charitable initiative of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF) featuring Emmy Award®-winning actress and *Hunger Is* Ambassador Viola Davis, raised more than \$2.5 million in the first *Hunger Is* fall season fundraiser, which took place in September in the Albertsons Companies stores throughout the U.S. The fundraiser generated donations through customer purchase of participating products in more than 2,200 stores throughout 33 states, as well as customer donations at the check stand. To date, *Hunger Is* has raised \$12.5 million and awarded over 230 grants.

The \$50,000 *Hunger Is* grant will go towards feeding children in the local community living in households that struggle to provide sufficient and healthy meals, including supporting daily breakfast. Currently only half of the 22 million children in the U.S. eligible for free or reduced-cost breakfast receive this most important meal of the day. Students qualifying for free or reduced-cost school lunch are automatically eligible for breakfast. However, not all schools participate, and some schools provide the breakfast program before school hours, making participation difficult for students who cannot arrive at school early (compared to in-classroom breakfast programs).

As Sonoma County's leader in hunger-relief, the REFB responds to the immediate needs of 82,000 people facing hunger through 15 innovative programs. This grant from *Hunger Is* will help to provide vital funds needed to fuel the REFB's Farm to Family School Pantry Program (FFSP), which provides fresh produce, healthy groceries, and nutrition education to families with children in high need schools. Providing children with foods that will ensure a well-balanced diet is at the heart of FFSP. This funding will allow the REFB to increase the distribution of nutrient-dense breakfast foods to three times a month and to include protein-rich foods such as eggs and 2% milk.

"We are so grateful for this generous grant from *Hunger Is*. It is with support such as this that we are able to ensure adequate nutrition is accessible to the thousands of children in Sonoma County who don't understand why they are hungry." Shares Christy Gentry, REFB

Communications Coordinator. “Through our Farm to Family School Pantry Program we are able to provide healthy and nutritious foods so that children in our community can grow strong and thrive.”

More information about the issue is available at [HungerIs.org](http://HungerIs.org), along with ways for individuals to donate.

### **About *Hunger Is***

*Hunger Is*, a joint charitable program of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Funds raised through *Hunger Is* directly benefit programs focused on combating childhood hunger and improving health-related outcomes. For more information, visit [www.HungerIs.org](http://www.HungerIs.org).

### **About the Albertsons Companies Foundation**

Founded in 2001, The Albertsons Companies Foundation, formerly The Safeway Foundation, supports causes that impact our customers' lives. Albertsons Companies stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through the generous contributions by our customers, our employees' passion and partnerships with our vendors. We focus on giving locally in the areas of health and human services, hunger relief, education and helping people with disabilities. Albertsons Companies and the Albertsons Companies Foundation have invested \$1 billion in our neighborhoods since 2001. For more information about the Albertsons Companies Foundation, visit [www.safewayfoundation.org](http://www.safewayfoundation.org).

### **About the Entertainment Industry Foundation**

Founded in 1942, the Entertainment Industry Foundation (EIF) is a multifaceted organization that occupies a unique place in the world of philanthropy. By mobilizing and leveraging the powerful voice and creative talents of the entertainment industry, as well as cultivating the support of organizations (public and private) and philanthropists committed to social responsibility, EIF builds awareness and raises funds, developing and enhancing programs on the local, national and global level that facilitate positive social change. For more information, visit [www.eifoundation.org](http://www.eifoundation.org).

### **MEDIA CONTACTS**

Albertsons Companies  
Teena Massingill  
925-226-5820  
[Teena.Massingill@Albertsons.com](mailto:Teena.Massingill@Albertsons.com)

Entertainment Industry Foundation  
Jane E. Rubinstein  
646-386-7969  
[jrubinstein@eifoundation.org](mailto:jrubinstein@eifoundation.org)

### **Hunger Is Social Media:**

Facebook: [www.facebook.com/hungerisorg](http://www.facebook.com/hungerisorg) (Page name: @Hunger Is)

Twitter: [www.twitter.com/hungeris](http://www.twitter.com/hungeris) (Handle: @HungerIs)

Instagram: [www.instagram.com/hunger\\_is](http://www.instagram.com/hunger_is) (Username: @Hunger\_Is)