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FOR IMMEDIATE RELEASE

Annual Food & Funds Drive Kicks Off November 1st
1 in 6 Sonoma County Residents Struggle With Hunger;
Community Encouraged to Pitch In

Santa Rosa, CA (October 31, 2016) – On Tuesday, November 1st, the Redwood Empire Food Bank (REFB) – our region’s leader in hunger relief – launches its Annual Food & Funds Drive to help the one in six Sonoma County residents struggling with hunger. The Drive runs from November 1, 2016 through January 31, 2017, during which time thousands of Sonoma County businesses, schools, community centers and organizations, and individuals will help end hunger in our community by donating food and funds to the REFB.

“The Annual Food & Funds Drive is the easiest and most effective way for the public to join the fight against hunger,” said REFB Community & Events Coordinator,Carolynn Pallo. “Donating food, funds, and volunteering time allows the REFB to provide critical food assistance to our neighbors in need. Hunger exists year-round for many of our most vulnerable neighbors, and the food and funds collected during this giving season helps support 82,000 children, adults and seniors in Sonoma County throughout the year.”

During the Annual Food & Funds Drive, orange REFB food donation barrels can be found at the following Sonoma County grocery stores: G&G Supermarkets, Grocery Outlet Santa Rosa, Molsberry Market, Oliver’s Markets, Safeway Supermarkets, Smart & Final, and Whole Foods Markets.

Get Involved!

Sonoma County residents can become involved in the REFB’s Annual Food & Funds Drive in the following ways:

- **Make a financial donation.** For every one dollar donated, the REFB can provide two meals to a neighbor in need. The REFB accepts donations online at refb.org, by phone, mail or in person at their office located at 3990 Brickway Blvd., Santa Rosa, CA 95403.
- **Host a Food & Funds Drive.** Visit refb.org to sign-up! Food donations ensure our shelves are stocked for people seeking emergency food assistance and donated funds allow us to purchase nutritious food for families in need.
- **Organize a virtual Food & Funds Drive.** Visit refb.org to launch a personalized Food & Funds drive! Join dozens of businesses, organizations, and individuals in our community and encourage your friends, family, and patrons to donate to the REFB’s Annual Food & Funds Drive via a customizable giving page.
- **Offer a business promotion.** Dozens of businesses around Sonoma County are offering special deals during the winter months to support the REFB’s Annual Food & Funds Drive. Round Table Pizza restaurants throughout Sonoma County, for

example, are offering discounts when patrons donate canned food to the REFB. Double Decker Lanes in Rohnert Park is offering one free game to customers who donate one can of food. For a complete listing of promotions in your community, or to coordinate your own Annual Food & Funds Drive promotion, visit refb.org.

- **Volunteer at the REFB.** The REFB relies on thousands volunteers each year to pack, sort, deliver and distribute more than 15 million pounds of food annually.

Valuable corporate sponsors support our mission to end hunger in Sonoma County. Thank you to Redwood Credit Union and G&C Auto Body, this year's Presenting Sponsors, and BoDean Company, this year's VIP Sponsor, for helping us ensure that children, families, and seniors receive the food assistance they need to thrive.

About Redwood Empire Food Bank

The Redwood Empire Food Bank (REFB) is the largest hunger-relief organization serving north coastal California, from Sonoma County to the Oregon border. Since 1987, the REFB has fed hungry people, currently serving 82,000 children, families and seniors in Sonoma County, while striving to end hunger in our community. The REFB collaborates with local and regional partners to obtain and distribute 15+ million pounds of food annually, the equivalent of 33,000 meals every day. Through more than 200 of our own direct service distributions and partnerships with 177 other hunger-relief organizations, we form a network of over 450 weekly and monthly distribution sites serving low-income residents in Sonoma, Lake, Del Norte, Mendocino and Humboldt counties. Visit www.refb.org or call 707-523-7900 to learn more.

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