



Media Contact: Kevin West
Communications Coordinator
kwest@refb.org
707.523.7900 x 155

FOR IMMEDIATE RELEASE

FOSTER FARMS DELIVERS HOPE TO FAMILIES IN NEED

Santa Rosa, CA – November 13, 2017 – The Redwood Empire Food Bank (REFB) has experienced an increase in the need for food assistance in our community since last month’s wind-driven firestorms tore through Sonoma County. With so many families preparing for a first holiday season without a home, Foster Farms is restoring hope through a donation to the REFB of 1,000 holiday turkeys, 40,000 pounds of quality poultry and a \$100,000 monetary investment in recovery, giving back the holidays to those impacted and offering a source of normalcy in their lives.

“Foster Farms has become the company it is today because of the loyalty of millions of West Coast families,” said Foster Farms Chief Executive Officer Laura Flanagan. “We recognize that in times of adversity, we have a responsibility to step forward and return that support in kind.”

The Redwood Empire Food Bank will start distributing the donated turkeys next week at their Station 3990 fire-relief food distribution, on Wednesday, November 15th, from 11:00 am to 12:00 pm, and from 4:30 pm to 6:30 pm with the help of local Boy Scout Troop 121 and volunteers from Exchange Bank.

Organized by the REFB the first week of the fires, Station 3990 offered food assistance to those affected in the form of a drive-through distribution with fresh produce and staple grocery items. Some in need lost their homes, while others lost access to prior food assistance, or access to work. Other Sonoma County residents were experiencing financial hardship due to loss of food caused by evacuations, loss of power or loss of gas. And many who utilized the distribution were providing shelter to those displaced. Since that first week, Station 3990 has been operating weekly at sites throughout Sonoma County, becoming an important part of recovery for those children, families and seniors affected.

The Foster Farms donation will allow the REFB, through its Station 3990 distributions and 12 innovative programs, to provide over 250,000 meals this holiday season, bringing brightness to the lives of our neighbors facing hunger.

“Families are just starting to rebuild their lives, making hard decisions about where to spend limited funds,” said David Goodman, the REFB’s Chief Executive Officer. “This donation from Foster Farms makes a significant difference in the lives of these families, providing critical protein and holiday cheer, without the added stress of choosing between paying a bill or preparing a family meal.”

About the 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 provided food and nourishment to those facing hunger, 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 15.5 million pounds of food annually, the equivalent of more than 35,000 meals every day. Through more than 200 of our own direct service distributions and partnerships with 166 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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