



Media Contact: Rachelle Mesheau
Marketing and Public Relations Manager
707-523-7900 x 113 | rmesheau@refb.org

FOR IMMEDIATE RELEASE

Join the Movement to End Hunger in Sonoma County during Hunger Action Month

Santa Rosa, CA – August 24, 2023 – September marks Hunger Action Month, a nationwide initiative aimed at raising awareness and taking collective action to combat hunger. The Redwood Empire Food Bank is excited to engage the community in this critical endeavor, inviting everyone to be a part of the solution and make a difference in the lives of those facing hunger and food insecurity in Sonoma County.

“It is hard to imagine that for over 100,000 people across Sonoma County, the dinner table has food from the Redwood Empire Food Bank, and the only way that food reached those homes was with the generous support of our community,” said David Goodman, Hunger Relief Worker and CEO of the Redwood Empire Food Bank.

In a county known for its natural beauty, legendary vineyards, organic produce, and sustainable farming, it is vital to remember that hunger persists as an urgent issue for many individuals and families. The Redwood Empire Food Bank stands at the forefront of the fight against hunger, and this Hunger Action Month provides a unique opportunity for local residents to step up and contribute to positive change.

“As we welcome Hunger Action Month, we invite our community to join hands and transform compassion into action,” said Rachelle Mesheau, Marketing and PR Manager of the Redwood Empire Food Bank. “By taking part in simple yet impactful initiatives, we can collectively ensure that no one in Sonoma County has to go to bed hungry.”

The Hunger Action Month calendar, a cornerstone of the campaign, offers 30 anti-hunger recommendations for each day of September. From sharing the calendar with friends and family to advocating for a hunger-free Sonoma County, there’s a diverse range of ways to participate.

Here are some key ways to be a Hunger Action Hero this month:

- **Download the Daily Action Calendar:** Find inspiration and opportunities to make a difference by downloading the calendar from the Redwood Empire Food Bank’s website.
- **Raise Your Voice for Hunger:** Be an advocate for a hunger-free Sonoma County, creating lasting change and impacting the lives of those in need.
- **Donate Funds:** Support the purchase and distribution of food to our neighbors facing hunger by contributing monetarily.

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- **Explore Corporate Partnerships:** Engage in fun and rewarding partnerships that make a lasting impact on the local community.
- **Volunteer:** Give your time to help end hunger through various engaging volunteer opportunities.
- **Contribute Food:** Help keep shelves stocked with non-perishable staple groceries for distribution by donating food items.
- **Host a Food & Funds Drive:** Get creative and host a food and funds drive to contribute to the cause in innovative ways.

“Every action, no matter how small, makes a significant difference. Together, we can ensure that every individual in our community has access to the nourishment they need to thrive,” emphasized Mesheau.

To learn more about Hunger Action Month and the various ways to get involved, visit refb.org/ham. Join the movement today, and let’s create a hunger-free Sonoma County together.

About the Redwood Empire Food Bank

The Redwood Empire Food Bank is the largest hunger-relief organization serving Northern California. Since 1987, the Redwood Empire Food Bank has provided food and nourishment to those facing hunger—serving more than 100,000 children, families, and seniors in Sonoma, Lake, Mendocino, Humboldt, and Del Norte Counties. With over 350 direct service distributions and 150 partnerships with local human service organizations, all residents facing food insecurity have regular access to weekly and monthly food distribution sites across the five counties.

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