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FOR IMMEDIATE RELEASE

## **Redwood Empire Food Bank Launches Inaugural “Move Out Hunger” Campaign**

SANTA ROSA, CA (January 21, 2025) – Santa Rosa, CA – The Redwood Empire Food Bank is excited to announce the launch of its first-ever “Move Out Hunger” campaign, set to take place throughout February 2025. This innovative initiative aims to mobilize the local real estate community in a collective effort to end hunger in our area.

The month-long campaign will feature a friendly competition among residential, commercial, and other real estate organizations. Participants will vie for the top spot by raising funds, collecting food donations, and contributing volunteer hours to support the Redwood Empire Food Bank’s mission of Ending Hunger in Our Community.

“Move Out Hunger represents a unique opportunity for our local real estate professionals to make a significant impact on food insecurity,” said Shana Koehler, Community Engagement Associate at the Redwood Empire Food Bank. “We’re thrilled to see the industry come together for this important cause.”

Key features of the Move Out Hunger campaign include:

- A points-based competition system
- Prizes and bragging rights for top performers
- Opportunities for corporate sponsorship at various levels

The Redwood Empire Food Bank emphasizes that every dollar donated translates to \$3 worth of groceries distributed to those in need, amplifying the impact of monetary contributions.

Sponsorship opportunities are currently available at three levels: \$5,000, \$2,500, and \$1,000, each offering logo recognition on campaign materials and in communications. The deadline for sponsorship is January 31, 2025.

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Real estate organizations interested in participating or companies looking to sponsor the event are encouraged to contact Shana Koehler at [skoehler@refb.org](mailto:skoehler@refb.org) or 707-523-7900 ext. 143. Additional information may also be found at [refb.org/move-out-hunger](https://refb.org/move-out-hunger).

### **About the Redwood Empire Food Bank**

Since 1987, the Redwood Empire Food Bank has provided food and nourishment to those facing hunger—serving more than 140,000 children, families, and seniors in Sonoma, Lake, Mendocino, Humboldt, and Del Norte Counties. With over 300 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.

Visit [refb.org](https://refb.org) to learn more.