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FOR IMMEDIATE RELEASE

The Redwood Empire Food Bank Presents: Hot Rods for Hunger Relief

SANTA ROSA, CA (September 15, 2024) – The Redwood Empire Food Bank is excited to announce its upcoming “Hot Rods for Hunger Relief” event, a vibrant car show that combines automotive passion with community support. This family-friendly gathering will take place on Saturday, October 26, 2024 (weather permitting), from 10 AM to 2 PM at the Redwood Empire Food Bank, located at 3990 Brickway Blvd., Santa Rosa, CA.

Hot Rods for Hunger Relief invites car enthusiasts to showcase their prized vehicles, including hot rods, classics, tuners, and other unique rides. The event promises a day filled with exciting activities, delicious food, and opportunities to support the food bank’s mission to End Hunger in Our Community.

Event highlights include:

- Free general admission for all attendees
- Trunk or Treat Halloween celebration
- Food trucks offering a variety of culinary delights
- Beer and wine available for purchase
- Complimentary tours of the food bank facility
- People’s Choice Award for favorite vehicles
- Hunger relief opportunities and information

Attendees are encouraged to bring a bag of food to donate, which will enter them into a drawing for fantastic prizes.

For car owners interested in participating, registration is open to all unique vehicles. Early bird registration is available for \$40 until September 26, after which the standard registration fee is \$50. The deadline for vehicle registration is October 23, 2024.

Shana Koehler, event coordinator, states, “Hot Rods for Hunger Relief is a perfect blend of community spirit and automotive passion. We’re thrilled to offer this exciting event that not only showcases amazing vehicles but also supports our crucial mission of Ending Hunger in Our Community.”

3990 Brickway Blvd., Santa Rosa, CA 95403 | T: 707-523-7900 | F: 707-523-7901 | refb.org

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The Redwood Empire Food Bank invites local businesses to consider sponsorship opportunities, ranging from \$500 to \$5,000, which include various benefits such as logo placement, car registrations, and display space at the event.

For more information about the event, vehicle registration, or sponsorship opportunities, please visit refb.org/hot-rods or contact Shana Koehler at 707-523-7900 ext. 143 or skoehler@refb.org.

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 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 to learn more.