



SAN FRANCISCO FOOD BANK

Media Advisory
November 11, 2008

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Corporate Leaders Luncheon to Raise Funds for Fighting Hunger in San Francisco

WHEN: Wednesday, November 12, 2008 11:30 – 1:30 p.m.
WHERE: Farallon Restaurant – Beluga Room, 450 Post Street, San Francisco
WHO: Bay Area corporate leaders, hosted by **Sydney Kohara CBS 5**;
Honoring **Macy's** commitment to ending hunger;
Bruce Miller, *Retired* Senior Partner, E & Y Kenneth Leventhal Real Estate Group;
Paul Ash, San Francisco Food Bank

(San Francisco) For the fourth year in a row, over 100 Bay Area business leaders are giving “Food – The Perfect Gift”. The Corporate Leaders Luncheon recognizes those in the business community who have taken a lead in supporting the San Francisco Food Bank in its mission to end hunger.

This year's luncheon will be held at Farallon and will be hosted by Sydney Kohara of CBS 5. The goal of the luncheon is to raise \$80,000 to help provide enough nutritious food this holiday season to feed more than 66,000 low-income seniors, adults and children. Executives from Adobe, Bank of America, Kaiser Permanente, Macy's, Riverbed Technology, Wells Fargo and other major Bay Area enterprises will be in attendance.

More than 150,000 people in San Francisco face the threat of hunger. The majority are families with working parents. One out of 5 adults and 1 in 4 children face hunger in San Francisco. Bay Area-wide, 1.1 million people face the threat of hunger. “Unfortunately for many low-income families the holidays can be tough, as their incomes do not cover the basics let alone extras like a turkey or fixings for a holiday meal said Paul Ash, executive director. “With skyrocketing food prices and the current economic hardships we expect this year to be particularly hard on working families.”

During a special farmers' market-style distribution through the Food Bank's 194 pantries, pantry participants will select the foods that best fit with their own family and cultural tradition including a whole chicken, cranberry sauce, a vast variety of vegetables, fresh produce and of course dessert.

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