



SAN FRANCISCO FOOD BANK

**For immediate release**

## **SAN FRANCISCO FOOD BANK RESPONDS TO INCREASED NEED DURING RECESSION**

**Outreach campaign and increased food distribution to target those recently impacted**

**San Francisco, CA** (June 1, 2009) – Starting today, the San Francisco Food Bank is launching a television, radio, newspaper and outdoor outreach campaign. The campaign is designed to reach San Franciscans who are facing hunger for the first time to let them know where to get help.

“As the recession deepens, we’re seeing more and more people who have never needed help before and don’t know where to turn. These folks are wholly unaccustomed to using human services and feel reluctant to ask for assistance of any kind,” says Food Bank Executive Director Paul Ash. “Through this campaign, we hope to lessen the social stigma and other barriers that are keeping people from getting the help they need.”

With the assistance of the San Francisco Interfaith Council, the Food Bank will open four new weekly farmers’ market-style distributions along major transit lines to help those struggling in the down economy. The county’s unemployment rate has nearly doubled since this time last year.

With a nearly 20% increase in requests for food compared to this time last year, the Food Bank is sending more food than ever to its existing 192 pantries to meet the increased demand. 27 additional tractor trailer loads of fresh produce (more than 20,000 pounds each week) will be distributed above the Food Bank’s original plan of 327,000 pounds per week.

The Food Bank encourages people to call 2-1-1 operators, supported by the United Way, who can direct callers to food, housing, employment, health care, counseling and more.

Creative work for the campaign was donated by Engine Company 1.

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### **About the San Francisco Food Bank**

Hunger is a serious problem in San Francisco – with 1 in 4 children and 1 in 5 adults at risk of hunger. Every day, the San Francisco Food Bank sources, collects, sorts, inspects and repackages thousands of pounds of food, then distributes it to soup kitchens, neighborhood grocery centers, school programs and seniors in need.

The San Francisco Food Bank serves 133,000 people in San Francisco and Marin counties, and will distribute 33 million pounds of food to the community this year – enough for 70,000 meals every day. Almost half of what is distributed is fresh produce. For more information, visit [www.SFFoodBank.org](http://www.SFFoodBank.org).

### **About the San Francisco Interfaith Council**

Since its incorporation in 1991, the Interfaith Council has worked to fulfill its mission of bringing people of different faith traditions together to build understanding, celebrate diversity and coordinate services to the citizens of San Francisco. For more information, visit [www.sf-interfaith.org](http://www.sf-interfaith.org).

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