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FOR IMMEDIATE RELEASE

Step Up to the Plate on Friday, April 7, 2017

FIND Food Bank Hosts Annual Televised Fundraiser Live on CBS Local 2

Raising Funds to Provide Healthy, Nutritious Meals for Local Children & Seniors

To meet the needs of our kids & seniors this year, FIND needs **YOU** to join us in the fight against hunger!

During the academic year, 4 out of 5 local school children qualify for school-based meals through the Free and Reduced-Price Meal Program, which often provides breakfast and snacks, as well as lunch, each day. During our scorching hot summers, when budgets are tightest and kids are hungriest, **fewer than 1 in 10 of those same local kids have access to school-based nutrition.**

Additionally, one of the most striking realities FIND has seen in recent years is the rising number of local seniors seeking help with food. Just a few years ago, we were serving around 8,400 seniors a month. In the last year that number has been climbing steadily, and we find our network is **currently serving an average of 18,000+/- seniors each month (out of 85,000 people).** These are not numbers we can ignore.

On Friday, April 7, 2017, live on CBS Local 2, FIND Food Bank will recognize our **2017 Telethon Sponsors**, welcome special guests, and highlight members of our local community volunteering in our warehouse and answering calls at our phone bank. **We are especially excited about a donor matching gift up to \$200,000!**

This fundraising and awareness-building event helps tell the stories behind these struggling families — stories of hope, triumph, compassion, and how working together helps reach more people. The event is broadcast live during CBS Local 2's evening, prime-time coverage, with the 7 – 8:00 p.m. hour dedicated to special interviews and stories of people helped by FIND programming.

Hunger is a community problem with a community solution. **Every dollar \$1 to FIND donated provides 7 meals** to our neighbors in need — please **JOIN US** in the fight to end hunger.

Watch Live on CBS Local 2

Friday, April 7, 2017 • 5:00 p.m. — 11:00 p.m.

Televised from FIND Food Bank Warehouse in Indio

Call: 760-775-3663

About FIND Food Bank:

FIND Food Bank, founded in 1983, is the regional food bank serving eastern Riverside County, from Cabazon to Blythe, from the high desert to the Salton Sea. **FIND** (Food In Need of Distribution) is dedicated to relieving hunger, the causes of hunger, and problems associated with hunger by building awareness and mobilizing resources and community to take action to end hunger. Our network of community-based partners distributes 10+ million pounds of food assistance annually to an average 85,000+ people each month across our service area. FIND is a member of Feeding America and the California Association of Food Banks. To learn more about how you can help, **please call FIND Food Bank at 760-775-3663 or visit FINDFoodBank.org.**