



FOR IMMEDIATE RELEASE

Introducing RockBurgFeeds: A New Website to Help People Find Free Food and More Resources in Harrisonburg and Rockingham County

HARRISONBURG, VA, May 16, 2024—The Food Coalition of Harrisonburg and Rockingham (FCHR) is pleased to announce the launch of RockBurgFeeds.org. This new resource is designed to assist Harrisonburg and Rockingham County residents needing grocery assistance by providing a comprehensive directory of food assistance resources in the area. The website includes locations, maps, operating hours, and information on what to expect when visiting a food pantry.

"We are thrilled to introduce RockBurgFeeds to our community," said Olivia Haimani, the Food Coalition of Harrisonburg and Rockingham County Coordinator with Sentara RMH Medical Center. "The number of people seeking food assistance is increasing. The good news is that there are numerous places to get free groceries and food in Harrisonburg and Rockingham County, and RockBurgFeeds.org will be an up-to-date resource for people to get information on the charitable food resources available throughout the area. If you need food, know someone who does, or would like to volunteer to help get food into the community, RockBurgFeeds.org makes it easy to connect with organizations doing this essential work."

The Food Coalition Coordinator position is staffed by Sentara RMH Medical Center (SRMH) through the Virginia Foundation for Healthy Youth's Healthy Community Action Team grant and the site is a partnership with the Blue Ridge Area Food Bank (Food Bank).

The features on RockBurgFeeds.org are part of FCHR's efforts to reduce food insecurity in Harrisonburg and Rockingham County. The website is similar to collaborative websites in other counties the Blue Ridge Area Food Bank serves.

"We are thankful to be a part of RockBurgFeeds.org," said Robin Swecker, partner engagement manager for the Blue Ridge Area Food Bank. "Working together makes us more effective at helping families experiencing food insecurity. We are committed to ensuring that everyone in Harrisonburg and Rockingham County has enough to eat."

In Harrisonburg and Rockingham, many of our neighbors do not have consistent access to enough food for an active, healthy life. According to the *2024 Map the Meals Gap Study*, more than 17,000 individuals experiencing food insecurity are in the Harrisonburg and Rockingham County areas. However, there is enough nutritious food for everyone in our community. RockBurgFeeds.org can help connect people with the food they need.

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For Food Bank related images and b-roll click here - <https://www.brafb.org/media-resources/newsroom/>

About The Food Coalition of Harrisonburg and Rockingham County

The Food Coalition of Harrisonburg and Rockingham County is a collective of local organizations, individuals and farmers working together to share information, resources, and management best practices to strengthen the emergency food network. The Coalition supports efforts to facilitate connection and collaboration of the local food system, local food assistance services and other community resources.

About Sentara Health · www.sentara.com/news

[Sentara](http://www.sentara.com), an integrated, not-for-profit health care delivery system, celebrates 135 years in pursuit of its mission—"we improve health every day." Sentara is one of the largest health systems in the U.S. Mid-Atlantic and Southeast, and among the top 20 largest not-for-profit integrated health systems in the country, with 30,000 employees, 12 hospitals in Virginia and Northeastern North Carolina, and the Sentara Health Plans division which serves more than 1.2 million members in Virginia and Florida. Sentara is recognized nationally for clinical quality and safety and is strategically focused on innovation and creating an extraordinary health care experience for our patients and members. Sentara was named to IBM Watson Health's "Top 15 Health Systems" (2021, 2018), and was recognized by Forbes as a "Best Employer for New Grads" (2022), "Best Employer for Veterans" (2022), and "Best Employer for Women" (2020).

About Blue Ridge Area Food Bank

Founded in 1981 and headquartered in Verona, Virginia, the Blue Ridge Area Food Bank is the largest organization alleviating hunger in western and central Virginia. The

Food Bank receives an average of 127,500 guest visits per month, serving 25 counties and eight cities through distribution centers in Charlottesville, Lynchburg, Winchester, and Verona. We're serving record numbers of Virginians through our network of more than 400 community partners, which includes food pantries, soup kitchens, shelters, schools, libraries, healthcare clinics, community centers, and more. We pledge to continue innovating and adapting to secure, store, and distribute more food to more individuals, families, children, and seniors experiencing hunger. The Food Bank is a partner food bank of Feeding America®, a national association with a network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 partner agencies, food pantries, and meal programs. Last year, this charitable food assistance network helped provide 5.3 billion meals to tens of millions of people facing food insecurity. For more information, visit www.brafb.org.