



Blue Ridge Area
FOOD BANK



FOR IMMEDIATE RELEASE

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Blue Ridge Area Food Bank Mobilizes Community for Hunger Action Month

Donate, Volunteer, or Advocate to Help End Hunger in the Blue Ridge During Hunger Action Month

VERONA, Va. – September 3, 2024 – This September, the Blue Ridge Area Food Bank partners with the Feeding America network to observe Hunger Action Month and inspire collective action against hunger in our community. The month-long campaign highlights the profound impact of food on people's lives and demonstrates how a meal can nourish more than just the body.

"The need for food assistance continues to rise, impacting families, seniors, and hardworking people in every zip code across the Blue Ridge," said Michael McKee, CEO of the Blue Ridge Area Food Bank. "But when we come together, we can solve this. Our vision is nourishing food and good health for everyone, every day - and we'll achieve that with the community's help."

Over the past year, the Blue Ridge Area Food Bank, alongside its network of 400+ partner food pantries and program sites, distributed more than 27 million meals—reaching 148,200 people every month. Now, the Food Bank invites you to be part of this vital mission by donating, volunteering, or advocating.

- **Donate:** Every \$1 helps provide more than three meals for people experiencing hunger.
- **Volunteer:** Volunteers are the backbone of our efforts to serve the 148,200 neighbors seeking food assistance each month.
- **Advocate:** Speak up for strong hunger-relief policies, including the next farm bill.

"Every contribution, whether a donation, volunteer shift, or social media post, makes a profound impact," McKee added. "Together, we elevate our entire community--proving that no effort is too small to help end hunger."

Food insecurity affects 1 in 10 people across the Blue Ridge region. When you give food, you nourish health—a simple act with a profound impact.

Hunger Action Month is your opportunity to make a meaningful difference and take action to improve food security. Whether you choose to donate, volunteer, advocate, or raise awareness, your actions have the power to help end hunger in our community. Learn how you can make an impact at <https://www.brafb.org/event/hunger-action-month/>

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 serves an average of 148,200 people per month across 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 supporting more than 200 food banks across the United States, helping provide 5.3 billion meals to tens of millions of people through 60,000 agency partners. For more information, visit www.brafb.org.

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