

FOR IMMEDIATE RELEASE

August 10, 2010
Fort Lauderdale, FL

**Broward County's Leading Social Service Agencies Unite to Save
Cross Road Food Bank From Imminent Closure**

Broward County's leading Social Service agencies have announced an emergency effort to save Fort Lauderdale's **Cross Road Food Bank**, in an "unprecedented" cooperative effort to rescue this critical community resource.

The **Children's Services Council of Broward County**, working through the **Million Meals Committee** and its network of over 75 Broward food assistance, child and senior support programs, along with partners that include the **Coordinating Council of Broward**, the **Florida Department of Children and Families**, **Volunteer Broward**, **Broward Meals on Wheels** and scores of other local nonprofit groups, have committed to immediately raise the necessary funds to allow **Cross Road Food Bank** to continue operations and maintain their existing programs. The parties will also collaborate to provide future volunteer support, grantwriting services, infrastructure and board development and long-term strategic planning efforts that will ensure Cross Road's success in the months, and years, to come.

Cross Road Food Bank, which has operated one of the county's largest Food Pantries and Food Banks for the past eight years, is facing **imminent closure** if it is unable to raise the necessary funds to allow it to continue operations. Thousands of individuals and families and **over one hundred local shelters, pantries, churches, faith-based outreach organizations and emergency feeding sites**, will face a devastating loss of food supplies in the event of its closure. This crisis is the result of an overwhelming increase in demand for services and the unanticipated loss of a number of grants and funding streams in the first half of 2010 – losses equal to more than one-quarter of the organization's annual operating budget.

Initial fundraiser Planned for August 11th at Broward College

On Wednesday, August 11, 2010, the **Coordinating Council of Broward's Human Services Fair**, held at **Broward College's Omni Auditorium**, 1000 Coconut Creek Boulevard, Coconut Creek, Florida, will benefit **Cross Road Food Bank**. The event, a **networking and sharing** event for front line professionals in human services agencies serving Broward County, includes an exhibitor **Expo** from 9:00 a.m. to 3:00 p.m., and **Workshops** from 9:30 a.m. to 2:00 p.m.

The admission fee is a donation of a non-perishable food item or grocery gift Card, which will go to **Cross Road Food Bank**. In addition, there will be a 50-50 **raffle** held at 3:00 p.m. Each raffle ticket will cost one dollar, and 50% of proceeds will go to **Cross Road Food Bank** with the remaining 50% going to the raffle winner.

Additional fundraising events and support activities are in the planning stages.

About Cross Road Food Bank

Founded by South Florida hunger activist Don Adams eight years ago, **Cross Road Food Bank** is a non-profit organization located in Fort Lauderdale, Florida that provides food assistance to families/individuals and assists other food pantries, food banks and soup kitchens in Broward County and the surrounding counties. The current President & General Manager is Wilson Figueroa. Don continues to support the organization as a member of their Board of Directors.

In 2009, **Cross Road Food Bank** distributed over 700,000 pounds of food to families and individuals in need; over 960,000 pounds of food to local organizations; and over 1,000,000 pounds of fresh produce. The numbers are dramatically higher in 2010.

Contact Cross Road Food Bank

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Cross Road Food Bank, Inc. is a 501(c)(3) not-for-profit corporation and Public Charity as defined by law and is exempt from Federal Income Tax under section 501(c)(3) of the Internal Revenue Code. Contributions to Cross Road Food Bank, Inc., are tax deductible as defined under section 170 of the Code. Cross Road is also qualified to receive tax-deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Their Federal EIN number is 20-2444328.

Cross Road Food Bank, Inc., is in full compliance with the requirements of Chapter 496, Florida Statutes, the Solicitation of Contributions Act. Their Florida Registration # is CH21590.