



FOR IMMEDIATE RELEASE

September 16, 2009

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SECOND ANNUAL FIELD OF FOOD LAUNCHED AMID INCREASED NEED TO FEED BROWARD HUNGRY

FORT LAUDERDALE, FL —Florida State Rep. Ari Porth and Broward County Mayor Stacy Ritter were among the keynote speakers at a press conference launching the Second Annual Field of Food Hunger Relief Campaign. The kick off took place on Tuesday, September 15 at 10:00 a.m. at the offices of the Department of Children and Families at 1400 W. Commercial Blvd, in Fort Lauderdale, ushering a month long series of events aimed at replenishing the food pantries and food banks of Broward County at a time of historically high need.

The current economic crisis has placed considerable strains on Broward County's hunger relief services to meet the resulting increased demand. Every day, more families are faced with having to choose which basic needs to address, with one in six children going hungry.

According to 2-1-1 First Call for Help, over the past year 31% more Broward County residents sought referrals for food assistance. They are our neighbors, our children's friends and sometimes our co-workers. To help address the crisis, Volunteer Broward is once again joining forces with dozens of community partners, including the Children's Services Council of Broward County, the Miami Herald, Comcast, Suddath, Target, and the Broward County School Board, to launch the Field of Food campaign September 15 - October 17, 2009. A true countywide effort, the Field of Food campaign aims to double the over half-a-million pounds of food secured in 2008 through the engagement of corporate, government, non-profit organization, and volunteer support.

Other speakers also included Perry I. Borman, the new DCF Southeast Regional Director, Ellen Navarro, aide to Florida State Sen. Nan Rich, Skip Greene, VP of Pass the Blessings and Christine Bernard, LIFE Program Supervisor of HANDY, Inc.

"Volunteer Broward understands that helping our community meet its most basic needs is an integral part of the reason we are here," said Dale Hirsch, Volunteer Broward's Executive Director. "Our organization brings those in need and those who can help come together and Field of Food is one of the ways the entire community can get involved in a fun, effective way," she said. Benefiting from the event is the Million Meals Committee, is a grouping of organizations responsible for creating an efficient food collection process and an effective food distribution system to ensure that no Broward County resident goes hungry.

As part of the month long series of food activities, on September 24th at 8:00 p.m., Volunteer Broward will also host a comedy Night at the Improv, in The Hard Rock Hotel & Casino on 5700 Seminole Way, Hollywood, with comedian Greg Giraldo. Profits will benefit Field of Food and the Million Meals Committee. Discounted ticket price is \$20 for two with a minimum two drink order required.

The Volunteer Broward Field of Food funds and food drive will culminate on Saturday, October 17, at Lockhart Stadium in Fort Lauderdale. In addition to volunteers sorting, packaging, and distributing food to the more than six dozen Million Meals Committee agencies, a Student Volunteer Fair aimed at bringing nonprofit organizations and students in need of volunteer opportunities together will take place from 10am-2pm on the stadium grounds.



Field of Food/ Cont

Volunteer Broward provides a central focus for the development, growth, and coordination of volunteer activities and services within Broward County and promotes involvement from all and for all segments of the community in relation to volunteerism. It connects people who want to help with volunteer opportunities that make a difference in the community.

The CCB/CSC Million Meals Committee, a community collaborative established by the Coordinating Council of Broward and funded by the Children's Services Council of Broward County, strives to create an efficient food collection process and an effective food distribution system to ensure that no Broward County resident goes hungry.

To learn more about Volunteer Broward's Field of Food, food collection points throughout Broward County and sponsorship opportunities, visit www.volunteerbroward.org or www.fieldoffood.org or call (954) 522-6761. To learn more about the CCB/CSC Million Meals Committee, visit www.millionmeals.org or www.cscbroward.org.

A Volunteer Broward initiative benefitting The Million Meals Committee
www.VolunteerBroward.org | www.FieldOfFood.org



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Captions:

- 1) Group: Broward County Mayor Stacey Ritter, Dale Hirsch, Ellen Navarro, Ari Porth, Skip Greene, Mary Macomber, Christine Bernard, Arnold "JB" Jean Baptiste and Perry Borman
- 2) Ari Porth, Nancy Merolla, Perry Borman
- 3) Mayor Ritter

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