



FOR IMMEDIATE RELEASE

August 17, 2009

Contact: Dale Hirsch at 954-522-6761

## **SECOND ANNUAL “FIELD OF FOOD” CAMPAIGN AIMED AT FIGHTING HUNGER IN BROWARD COUNTY**

FORT LAUDERDALE, FL —The current economic crisis has placed considerable strains on Broward County’s food banks and pantries to meet the resulting increased demand. As more and more families face choosing which basic needs to address, many who previously never had to count on food charity programs now are relying on them to feed their families.

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 Second Annual Volunteer Broward *Field of Food* campaign September 15 - October 15, 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.

“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, the 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. The main beneficiary of the event is the Million Meals Committee, 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.

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.

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, 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](http://www.volunteerbroward.org) or call (954) 522-6761. To learn more about the CCB/CSC Million Meals Committee, visit [www.millionmeals.org](http://www.millionmeals.org).

A Volunteer Broward initiative benefitting The Million Meals Committee  
[www.VolunteerBroward.org](http://www.VolunteerBroward.org) | [www.FieldOfFood.org](http://www.FieldOfFood.org)



END