



**PRESS RELEASE – FOR IMMEDIATE RELEASE**

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**New Campaign from Greater Lansing Food Bank Puts Spotlight on Hunger**

LANSING, Mich. – Greater Lansing Food Bank launched a new hunger awareness campaign this week, “On an Empty Stomach I Can’t.” The campaign will feature community members discussing what they couldn’t accomplish if they were hungry, in order to demonstrate how critical food is to Mid-Michigan families. The campaign will run throughout September and is timed to coincide with Hunger Action Month, a national initiative from Feeding America.

“We know that people can’t thrive when they’re hungry,” said Joe Wald, Executive Director of Greater Lansing Food Bank. “If you’re hungry, you’re only focused on one thing – getting food. You can’t study, you can’t pay attention at work or in the job interview. Unfortunately for the families we serve, being hungry isn’t just missing lunch or breakfast. It’s about not having enough food in the house.”

Subjects featured in the campaign were photographed after filling in the blank on a dry-erasable plate that reads, “On an empty stomach I can’t \_\_\_\_\_.” Materials from the campaign will be run on Greater Lansing Food Bank’s website and social media channels, at GLFB partner organizations and in partner retail locations. Food for Living and Better Health, both located in the Metro-Lansing Area, will be collecting change from patrons at the point of sale. Individuals can join the campaign by adding orange to their social media profiles or sharing support with #HungerActionMonth.

“We hope this campaign helps open the dialog about hunger in Mid-Michigan,” added Mr. Wald. “Ultimately, we just want people to remember how vital food is for our neighbors to be successful. We are always so appreciative of anyone who can support the mission of the Greater Lansing Food Bank.”

Greater Lansing Food Bank estimates that 1-in-5 Mid-Michigan residents are at risk for going hungry.

Greater Lansing Food Bank was created in 1981 to meet a need in the Greater Lansing community that became critical during the major recession of the early 1980’s. Now, 35 years later, the Greater Lansing Food Bank is still working to address this need that will not go away...the need to feed those less fortunate. In 2012, the Greater Lansing Food Bank and the Mid-Michigan Food Bank merged operations to create one regional food bank serving the needs of Ingham, Eaton, Clinton, Shiawassee, Gratiot, Clare and Isabella counties. Through a network of pantries, related agencies, and community partners, and the Food Movers Program and The Garden Project, the GLFB is working to provide access to good, healthy and plentiful food for all. In 2015, more than 6,000,000 meals were provided to people who might otherwise go hungry in the mid-Michigan region. The majority of the people we serve are children and seniors on fixed incomes. Unfortunately, the need continues.

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