



Immediate Release

Foodbank of Santa Barbara County

CONTACT:

Kerry Main Aller
Community Relations Manager
937-3422 x106
450-3293 mobile
kaller@foodbanksbc.org

President and CEO of the Nation's Largest Hunger-Relief Organization to Visit Foodbank of Santa Barbara County's Santa Maria Warehouse

Santa Maria, CA —President and Chief Executive Officer Vicki B. Escarra of America's Second Harvest—The Nation's Food Bank Network - is visiting the Foodbank of Santa Barbara's Santa Maria Warehouse Tuesday, August 12 from 3:30 to 5:00 pm. Escarra is visiting the Foodbank to get an up close and personal look with a tour of the facility and to talk with new Executive Director Erik Talkin about the future of food banking.

As leader of the nation's largest hunger-relief organization, Escarra has sought to increase the amount of food that is available to hungry people by enhancing relationships with corporate America, government partners and individuals. Locally, in Santa Barbara County, this motivation is seen as well with an increase in food distribution, including fresh produce.

"I join the organization at a time of amazing growth. We distributed an incredible 7.3 million pounds of food last year, with more than 2.7 million pounds of this being free fresh produce. The Foodbank is the only non-commercial organization in the county with the capabilities to safely transport, store and distribute millions of pounds of food," said Talkin.

In her time as President and CEO, Escarra has launched the development of a new strategic plan, brought new corporate partners into the organization and heightened the visibility of the organization with hunger-relief features in The Wall Street Journal, The New York Times, the NBC Nightly News and other publications and programs.

The Foodbank, celebrating 25 years of moving people from hunger to harvest, provides a vital link between the multi-faceted food industry and people in need of food. With warehouses in Santa Barbara and Santa Maria the Foodbank serves over 220 social service organizations and churches. More than 43% of those served by the Foodbank are youths under the age of 18. In 2007, the Foodbank distributed more than 7.3 million pounds of food to more than 100,000 people in need throughout Santa Barbara County.

###