



Media Advisory

Foodbank of Santa Barbara County

CONTACT:

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

The Foodbank of Santa Barbara County Kicks off the Largest Food Drive on the Central Coast with the KCOY Spring Food Drive, April 21 – May 21

SANTA BARBARA, CA – The 6th Annual KCOY Spring Food Drive, benefiting the Foodbank of Santa Barbara County will be running April 21 – May 21. This incredible event spearheaded by KCOY is the largest food drive effort on the central coast; this year's goal is meet the over 100,000 pounds of food donated last year.

Leaders throughout the central coast are supporting this extraordinary activity and asking the community to donate food in the bright yellow food barrels located at participating grocery stores. Funds are also a welcome and much needed donation for the Foodbank that stretches each dollar, with more than 96.3 percent of every dollar received going straight back into the community. This year's Honorary Food Drive Committee Members include: Santa Barbara Mayor Marty Blum; Santa Maria Mayor Larry Lavagnino, and Lompoc Mayor Richard DeWeis.

“This is a great opportunity for schools, businesses, organizations and churches, and the many communities to participate in this very important event,” says Foodbank Community Relations Manager Kerry Main Aller. “The food drive runs until May 21 which allows for a lot of time to join in and help support the Foodbank and all those in need during this tough economic time.”

Bright yellow KCOY food collection barrels will be conveniently located at participating grocery stores throughout Santa Barbara County, including Albertsons, Food Maxx, Gelson's, Grocery Outlet, Lazy Acres, Spencer's Market, Scolari's and Vons. Community members are also encouraged to support the event by making a financial donation on the Foodbank's website at www.foodbanksbc.org or by purchasing food through the online virtual food drive. Donations may be made and all participating schools, businesses, organizations and churches throughout the area can be seen on the KCOY website at www.kcoy.com.

The Foodbank, celebrating its 25th year 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. Over 43% of those served by the Foodbank are children. In 2007, the Foodbank distributed more than 6.5 million pounds of food and over 1.8 million pounds of fresh produce to the more than 100,000 people in need throughout Santa Barbara County. For more information on how to participate please call (805) 937-3422 ext. 106, or go to www.foodbanksbc.org.

###