



# Immediate Release

## Foodbank of Santa Barbara County

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### *Foodbank of Santa Barbara County Launches New Protein Program to Provide the Nutritious Food to Those in Need During Tough Economic Times*

**Santa Barbara County, CA** - Foodbanks across America are facing a crisis this year as millions of Americans seek help feeding their families. A steady decline of donated food from national food manufacturers and a 30% decrease in USDA commodities required the Foodbank of Santa Barbara County to take quick action and implement new sources for buying and distributing food, introducing the new Protein Program.

The Foodbank's experience and planning, along with a \$10,000 challenge grant from the SG Foundation and the immediate response of many caring and generous corporations and individuals to the crisis helped raise almost \$45,000.

The collaborative effort allowed the Foodbank to launch the Protein Program; providing high-protein nutritious foods, such as beans, rice, peanut butter, and meats to low income children, seniors, individuals and families. These foods are essential for a healthy diet but are often out of reach for those living on a limited budget.

"Many individual's and corporation's generosity and the Foodbank's ability to leverage that support translated into thousands of pounds of healthy foods available (today) to those in need throughout Santa Barbara County," said Executive Director Jim Mangis.

"Please realize this is just the beginning.... The need for food continues to increase and the purchasing of these high protein food items is a necessity and part of a long term fundraising campaign for the Protein Program," said Mangis. The Foodbank recognizes the success of this campaign is greatly needed to continue to provide nutritious food to thousands of children, seniors, individuals and families.

Please make a donation today to the Protein Program and help the Foodbank stretch each dollar and purchase more food. With the community's kindness and generosity the Foodbank can continue to celebrate 25 years of moving people from hunger to harvest. Help continue feeding the hungry by calling (805) 937-3422 ext. 106 today. Thank you!

The Foodbank 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 200 social service organizations and churches. 43% of those served by the Foodbank are youths under the age of 18. In 2007, the Foodbank distributed more than 6.5 million pounds of food to the 100,000 people in need throughout Santa Barbara County.

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