



Media Advisory

Foodbank of Santa Barbara County

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The Foodbank of Santa Barbara County Kicks off the Largest Food Drive on the Central Coast With the 7th Annual KCOY Spring Food Drive, April 27 – May 20

SANTA BARBARA, CA – The 7th Annual KCOY Spring Food Drive, benefiting the Foodbank of Santa Barbara County will be running April 27 – May 20. This incredible event, spearheaded by KCOY, is the largest food drive effort on the central coast.

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 is a great opportunity for schools, businesses, organizations and churches, and the many communities to participate in this very important event,” says Foodbank Development and Public Relations Manager Kerry Main Aller. “The food drive runs until May 20 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 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 are youths under the age of 18. In 2008, the Foodbank distributed more than 8 million pounds of food of which included nearly 2 million pounds of fresh produce to more than 125,000 people in need. For more on the Foodbank of Santa Barbara County, please visit www.foodbanksbc.org

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