



NEWS RELEASE

For immediate release

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**A DECADE OF HUNGER-RELIEF: MORE THAN 100 MILLION MEALS DISTRIBUTED**

*Feeding San Diego celebrates 10-year anniversary this month*

**San Diego, CA – October 2, 2017 –** This month, [Feeding San Diego \(FSD\)](#), the leading hunger-relief organization in San Diego County is celebrating a decade of hunger-relief. Sparked from the 2007 wildfires, Feeding San Diego was first established with just two employees, and no forklift or warehouse. The original team provided three million pounds of food in its first year. Ten years later, FSD distributes 25.2 million meals annually, and more than 100 million meals in the organization's lifetime as the leading hunger-relief organization in San Diego County.

"Over the last decade, Feeding San Diego has hit many milestones," said Vince Hall, CEO of Feeding San Diego. "From our first distribution to moving into a new warehouse to distributing more than 25 million meals in the last year, we are excited to see what the future holds as we get closer to ending hunger in San Diego County."

In San Diego County, nearly 400,000 people struggle with hunger and may not know where their next meal is coming from. That number includes one in five kids who may not have enough to eat. As the organization looks back on the growth and accomplishments over the last decade through an [online timeline](#), Feeding San Diego supporters, partners and staff are inspired and motivated to continue in the fight to end hunger. Feeding San Diego serves 63,000 children, families and seniors each week.

"We could not do what we do without the affiliation with Feeding San Diego," said Ruth Henricks, Executive Director of [Special Delivery](#), a partner of FSD that distributes food in Mission Hills. "About two-thirds of our food comes through this partnership."

Feeding San Diego encourages San Diego to get involved this month by:

- [A Place at the Table](#). FSD is preparing for the holiday season with this campaign to make sure every family in our community has a meal this Thanksgiving. Help raise \$50,000 by October 30. Every dollar donated feeds a family of four, [give today](#).
- Battle of the Sexes at [Bobby Riggs Tennis Club & Museum](#). On October 7, 2017 at 2:00 PM, the tennis club is hosting a Pickleball Battle of the Sexes with #1 Pickleball singles players [Scott Moore](#) and [Simone Jardin](#) as they go head to head. This event is inspired by the 1973 Battle of the Sexes between Billie Jean King and Bobby Riggs and will benefit Feeding San Diego.
- [Sababa Water](#). For every bottle of water sold in San Diego, 25 cents will be donated to Feeding San Diego's hunger-relief efforts.

For more information on the anniversary and what Feeding San Diego is doing to fight hunger, visit [feedingsandiego.org](http://feedingsandiego.org).

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### **ABOUT FEEDING SAN DIEGO**

Established in 2007, [Feeding San Diego](https://www.feedingsandiego.org) (FSD) is the leading hunger-relief organization in the county, providing 25.2 million meals within the last year, and the only Feeding America affiliate in the region. FSD provides food and resources to a network of more than 245 distribution partners serving 63,000 children, families and seniors each week. Focused on healthy food, education and advocacy, FSD is building a hunger-free and healthy San Diego through innovative programs and collaborative partnerships. To learn more about Feeding San Diego and its hunger-relief initiatives, visit [feedingsandiego.org](https://www.feedingsandiego.org).