



August 27, 2018

For Immediate Release

## **Bloomingdale's Fashion Valley Partners with Feeding San Diego for Runway Fashion Show: *Where Fashion Meets Compassion***

SAN DIEGO – Bloomingdale's Fashion Valley store is teaming up with Feeding San Diego for an evening of fashion and philanthropy on Hunger Action Day, the day when people all across the country mobilize to take action on the issue of hunger to bring attention to the reality of food insecurity for 42 million Americans, and 1 in 8 San Diegans.

This unique event features a runway fashion show of current fall trends, and wine, appetizers, and good information about the issue of hunger in San Diego. Guests will know that 100% of ticket purchases benefits Feeding San Diego. Each ticket purchase provides the equivalent of 300 meals for San Diegans facing hunger.

- WHAT:** Fall Fashion Show benefiting Feeding San Diego
- WHEN:** Thursday, September 13, 2018, 6 – 9 pm
- WHERE:** Bloomingdale's Fashion Valley, Level 2  
7057 Friars Road, San Diego, CA 92108
- WHY:** 100% of ticket sales benefits Feeding San Diego. Additionally, when shoppers mention Feeding San Diego on Sept. 13, 10% of the sale will be donated to FSD by Bloomingdale's. Each \$75 ticket = 300 meals for San Diegans facing hunger.
- WHO:** Vince Hall, CEO of Feeding San Diego
- HOW:** Tickets can be purchased here: [bit.ly/2N31JSB](http://bit.ly/2N31JSB)

The event will provide a colorful backdrop for television and photographs. Vince Hall will be available for interviews before and during the evening event, including pre-event appearances on morning and talk shows.

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### **About Feeding San Diego**

*Feeding San Diego is the leading hunger-relief organization in the county, providing 25.2 million meals last year to nearly 500,000 San Diegans struggling with hunger. Feeding San Diego provides food and resources to a network of more than 250 distribution partners serving 63,000 children, families, and seniors each week. Focused on healthy food, education, and advocacy, Feeding San Diego 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 [www.feedingsandiego.org](http://www.feedingsandiego.org).*