COMMUNITY AND LOCAL CELEBRITIES RALLY TO SUPPORT FEEDING SAN DIEGO

Tony Hawk, Bill Walton and Jon Foreman raise awareness of the one in six San Diegans facing hunger during COVID-19

SAN DIEGO (May 29, 2020) — Feeding San Diego has tapped three high profile and influential San Diego County residents for its latest public service announcement (PSA) (bit.ly/FSDPSA20). The video aims to raise awareness and funds to help vulnerable San Diegans facing hunger during the ongoing COVID-19 pandemic. The PSA calls upon the community to support Feeding San Diego and ensure it can continue to meet the rising demand for critical food assistance.

Professional skateboarder Tony Hawk, retired professional basketball player Bill Walton, and Switchfoot frontman Jon Foreman appear in the video to inspire the community to get involved. Donors, big and small, ensure that every San Diegan in need has access to the nutrition they need to grow and thrive.

“We are humbled that these beloved and notable San Diegans stand with us in our mission to end hunger. Feeding San Diego relies on the generosity of the community to fund our critical work across San Diego County. An estimated 50 percent increase in hunger is unprecedented — it’s even more important now to come together and unite our community during this difficult time,” said Vince Hall, CEO of Feeding San Diego.

“Amidst the insurmountable challenges of this difficult time, it’s beautiful to be a part of a community that comes together to meet real needs and to bring hope,” says Jon Foreman, of the Grammy award-winning band Switchfoot.

In addition to appearing in the PSA, Foreman and his Switchfoot band members have been incredibly supportive of the Feeding San Diego mission. When the band canceled this year’s Bro-Am events because of COVID-19, they made a gift to Feeding San Diego and launched a #HomeFoodChallenge to help raise money and awareness for the organization.

In response to soaring unemployment levels and school closures, Feeding San Diego continues to meet the needs of people facing hunger across San Diego County. Since the pandemic began in mid-March, the hunger-relief organization has distributed over five million meals through emergency regional food distributions, rural mobile pantries, drive through distributions, and youth meal sites.

The community is encouraged to share the PSA on social media to garner support for Feeding San Diego. Donations can be made at feedingsandiego.org.

Link to PSA: bit.ly/FSDPSA20
ABOUT FEEDING SAN DIEGO

Feeding San Diego is a non-profit organization on a mission to connect every person facing hunger with nutritious meals by maximizing food rescue. Established in 2007, Feeding San Diego is the leading hunger-relief and food rescue organization in San Diego County and the only Feeding America affiliate in the region. Feeding San Diego provides more than 26 million meals every year to children, families, seniors, college students, military families, and veterans, and people facing homelessness in partnership with a network of 300 local charities, schools, faith communities, meal sites, and food pantries. Through an efficient model focused on reducing our impact on the environment, every dollar donated helps provide four nutritious meals to people in need. To learn more about Feeding San Diego and its COVID-19 response, visit feedingsandiego.org/coronavirus.