FEEDING SAN DIEGO KICKS OFF THE HOLIDAY SEASON WITH ITS ANNUAL GIVE HOPE, SHARE JOY GIVING CAMPAIGN

Organization experiencing an estimated fifty percent increase need for food assistance due to global pandemic

SAN DIEGO (November 17, 2020) — Feeding San Diego launches Give Hope, Share Joy, a campaign to raise funds to meet the increased need for food assistance across San Diego County. Funds raised will help sustain drive through food distributions, supply food for regional emergency food distributions, increase food supply to rural mobile pantries in San Diego County and provide meals for children and families in partnership with school districts and other youth-based programs due to on-going school closures.

Due to the COVID-19 crisis, thousands of San Diegans are facing hunger, many for the first time. With an estimated 50 percent increase in need for food assistance and uncertain market conditions ahead, children, families, and seniors need the community’s help, now and for the foreseeable future.

“The pandemic has exacerbated the hunger crisis. The road ahead is long, but with the support of the community, we will continue to work tirelessly until we can fulfill our vision of a hunger-free and healthy San Diego,” says Dan Shea, Feeding San Diego Chief Executive Officer. “Feeding San Diego is committed to connecting every person facing hunger with nutritious food — especially in times of crisis. We believe that food is a basic human right. No one should go hungry, during a pandemic or otherwise.”

The following are ways for the community to get involved:

- **Special Keynote Address with Afdhel Aziz** I Tuesday, November 17 from 1 - 2 PM
  Afdhel Aziz, the co-author of the best-selling book *Good is the New Cool: Market Like You Give a Damn* and one of the most respected voices in the global movement of business as a force for good, will address how to find purpose and meaning in your work while
unlocking the enormous power of business, individuals, and non-profits to do good in the world. Register [here](#).

- **Barons Market | December 1 to 31, 2020**
  All Barons Market locations in San Diego County will be rounding up and collecting donations at the register in support of Feeding San Diego.

- **Jersey Mike’s | November 21 to 22, 2020**
  Make your sub sandwiches go a little further with Jersey Mike's. On November 21 and 22, all 50 Jersey Mike’s locations in San Diego County will be donating 20 percent of sales to Feeding San Diego.

- **Month of a Million Meals | November 23 to December 31, 2020**
  Hosted by ABC10 News, the 8th annual *Month of a Million Meals* campaign includes two virtual days of giving: Monday, November 23, and Tuesday, December 1 (Giving Tuesday). Tune in to hear stories of the people we serve and interviews with local celebrities, Feeding San Diego staff and supporters.

- **Ralphs & Food 4 Less | November 23 to December 24, 2020**
  Ralphs and Food 4 Less will be rounding up and taking donations at the register to help provide nutritious meals for families this holiday season.

- **Subaru | Share the Love Event | November 19, 2020 to January 4, 2021**
  Subaru of El Cajon will donate $250 to Feeding San Diego for every new Subaru vehicle sold or leased from November 19, 2020, through January 4, 2021, when the purchaser selects Feeding San Diego as its charity.

Plus, a special thanks to *Give Hope, Share Joy* sponsors: Barons Market, First Republic, and ESET.

In addition to Feeding San Diego’s ongoing drive through food distributions across the county, including emergency regional food distributions, Feeding San Diego is also partnering with Community Resource Center, Helen Woodward Animal Center, and San Diego & Imperial Counties Labor Council for holiday food distributions and toy drives in December.

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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 31.2 million meals every year to children, families, seniors, college students, military families, and veterans in partnership with a network of 320 local charities, schools, faith communities, meal sites, and food pantries. More than 92 percent of the food provided to the community is rescued. By diverting more than 27 million pounds of
food from the landfill every year, Feeding San Diego is reducing greenhouse gas emissions by nearly 25,000 metric tons of CO₂ equivalent, which is comparable to taking 5,300 cars off the road for a year. To learn more about Feeding San Diego and its COVID-19 response, visit feedingsandiego.org.