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Connecticut Food Bank and Feeding America Launch Hunger Action Month

Watch, Share and Act to Help 50 Million Americans Facing Hunger

East Haven, CT — Connecticut Food Bank and Feeding America, the nation's leading domestic hunger relief organization, are encouraging Connecticut residents from all walks of life to take action for hunger relief this September, designated as *Hunger Action Month*, a national effort to mobilize the public to end hunger.

As shown by Feeding America's recent study, [Map the Meal Gap](#), one in six Americans suffer from hunger. In Connecticut, more than 400,000 residents are food insecure, and more than half of those who struggle to put food on the table do not qualify for government food assistance programs such as SNAP (food stamps) or free/reduced priced school meals.

"We're calling on everyone to play a role in alleviating hunger in Connecticut," said Nancy L. Carrington, Connecticut Food Bank's President and CEO. "Whether it's by advocating or giving time and energy, sharing information on social media or donating funds, there are steps people can take that will make a difference."

Connecticut Food Bank is promoting *Hunger Action Month* in many ways including:

- Posting a *30 Ways in 30 Days* calendar on www.ctfoodbank.org to provide individuals exciting ways to participate in their community throughout September.
- Partnering with CTBites.com and the blogging community to provide information and statistics about hunger in Connecticut.
- Offering volunteer opportunities including apple picking at Connecticut orchards throughout the month of September to help provide fresh, healthy apples to people in need.
- Honoring *Hunger Action Heroes* who help advance the fight against hunger in Connecticut on Sunday, September 25, at the East Haven Warehouse.

Feeding America is encouraging everyone to rally for hunger relief by doing three simple tasks this September: *watch, share and act.*

- Simply visit www.hungeractionmonth.org and watch the celebrity public service announcement (PSA) videos. Actors Ben Affleck, Matt Damon, Taye Diggs, and Ana Ortiz have partnered with Feeding America to show that hunger is indeed closer than you think. **Watch Matt Damon portray an actual Feeding America client experiencing hunger on Connecticut Food Bank's Web site, www.ctfoodbank.org.**

- Secondly, **share the PSAs through your social media spaces**, such as [Twitter](#), [Facebook](#) or your personal [blog](#). The goal is to reach one million people through digital platforms.
- Lastly, **take action**. By visiting www.hungeractionmonth.org, or Feeding America's [interactive map](#), discover hunger numbers in your area and act locally:
 - Volunteer at Connecticut Food Bank or your local food pantry.
 - Share [hunger stats](#) with your friends. Tweet, post and blog about hunger in your area.
 - Donate to Connecticut Food Bank. For every \$1 donated, Connecticut Food Bank can distribute \$5 worth of food at wholesale value.

To learn more about Hunger Action Month, please visit www.hungeractionmonth.org. To find out how you can give back locally, visit www.ctfoodbank.org.

Connecticut Food Bank serves approximately 600 community-based feeding programs in six of Connecticut's eight counties: Fairfield, Litchfield, Middlesex, New Haven, New London and Windham. Connecticut Food Bank distributes more than 31 tons of food every business day. For more information, visit www.ctfoodbank.org, "like" us at facebook.com/ctfoodbank or follow our news at twitter.com/ctfoodbank.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at facebook.com/FeedingAmerica or follow our news on Twitter at twitter.com/FeedingAmerica.

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