



NEWS RELEASE

For immediate release

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## FEEDING SAN DIEGO CALLS ON COMMUNITY TO TAKE ACTION TO END HUNGER

*Awareness campaign for Hunger Action Month kicks off September 1 to help during this critical time due to the ongoing pandemic*

SAN DIEGO (September 1, 2020) — [Feeding San Diego](#) is raising awareness about the issue of hunger across San Diego County this month, urging the community to take action to help those in need. Now more than ever, every action counts. Before the coronavirus (COVID-19) global pandemic, one in eight people in San Diego County faced hunger, including one in six children. Now, due to school and business closures, job losses, rising food costs, disruptions to the food supply and economic instability, Feeding San Diego is seeing a dramatic increase in need for food assistance — and the effects are devastating. The funds raised as part of Hunger Action Month, sponsored by GoMacro, will help support critical food distributions for children, families, and seniors across San Diego County during this unprecedented crisis.

“While Feeding San Diego remains focused on ending hunger every day, Hunger Action Month is a time to encourage the community to take action to support those facing hunger, which has intensified during the COVID-19 crisis,” said Gavon Morris, Feeding San Diego Chief Philanthropy Officer. “This year, we’re counting on our supporters to unite and engage others in our vision of a healthy and hunger free San Diego.”

The United Nations Association of San Diego is endorsing Feeding San Diego’s Hunger Action campaign in recognition of the hunger-relief organization’s alignment with the United Nations Sustainable Development Goals, specifically No Hunger (SDG#2), Climate Action (SDG#13), Responsible Consumption and Production (SDG#12), and Partnerships (SDG#17).

“We commend Feeding San Diego for their efforts to mobilize the community to end hunger during Hunger Action Month and beyond,” said Bettina Hausmann, President & Chair, Board of Directors, United Nations Association of San Diego. Adding that its approaches are exemplary in localizing the International Community’s (U.N.) universal promise to “leave no one behind”, Mrs. Hausmann applauds the organization’s contribution in achieving a peaceful and prosperous world by 2030.

Together, the two organizations will work to bring attention to all those facing hunger across San Diego County. Actions to take to support Feeding San Diego’s mission:

- Go Orange for Hunger Action Month on social media: wear orange, the color of hunger, and post pictures to social media. Tag @feedingsandiego and hashtag #HungerActionMonth, #EveryActionCounts and #HungerFreeSD
- [Create a fundraiser](#) and inspire friends and family to help end hunger
- Participate in the [Hunger Action Month Art Challenge](#) in partnership with [Pop Culture Hero Coalition](#). Children ages 6-18 are invited to submit a picture of their vision of a “Hunger Free and Healthy San Diego”. Prizing and details available [here](#).
- Participate in the [Padres Foundation Broadcast Auction](#), which runs August 31 to September 4, in partnership with FOX Sports San Diego.

- [Make a gift](#) to Feeding San Diego and help support children, families and seniors facing hunger across San Diego County
- Go to <https://feedingsandiego.org/hunger-action-month> and discover additional ways to take action

Hunger Action Month is an annual nationwide campaign established by Feeding American in 2008 and takes place every September.

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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 26 million meals every year to children, families, seniors, college students, military families, veterans, and people facing homelessness in partnership with a network of 300 local charities, schools, faith communities, meal sites, and food pantries. To learn more about Feeding San Diego and how to help, visit [feedingsandiego.org](https://feedingsandiego.org).