



www.foodshare.org



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MEDIA ADVISORY

Thursday, November 20, 2014

Lincoln Financial and Foodshare Team Up for “Foodshare Friday” to Fight Hunger in Hartford

What: To help Foodshare reach its goal of delivering the 19,896 turkeys requested from families served by area pantries, community kitchens, and shelters, Lincoln Financial Group will be holding a “Turkey and a Thirty” drive this “Foodshare Friday.” Anyone in the community is invited to drop off a turkey, all of which are donated to feed hungry families in the Greater Hartford area this Thanksgiving.



People can also make a monetary donation, which will help Foodshare reach their \$900,000 cash goal this month. This financial support will allow the food bank to continue feeding people year-round and to support programs that help people get back on their feet.

“Hunger in our community is a very serious issue that is too big for any one individual or organization to tackle alone,” said Marlene Ferreira, Lincoln Financial Foundation Hartford program officer. “In support of organizations such as Foodshare, local businesses, organizations and members of the community can help fight hunger not just during the holiday season, but 365 days a year.”

When: Friday, November 21 from 7:00 - 9:00 a.m.

Where: Lincoln Financial, 350 Church Street in Hartford

Who: Representatives from both Lincoln Financial and Foodshare will be available for interviews

Keep up with all of Foodshare’s latest news and updates by becoming a follower at www.twitter.com/Foodshare.

About Foodshare

Foodshare is the food bank for greater Hartford and the heart of the effort to solve hunger in all 42 towns of Hartford and Tolland counties. Last year, **we distributed enough food for 12 million meals** through our network of 300 local partners that feed 128,000 hungry neighbors. But that amount only covered one-third of the need in our area. So Foodshare has launched an effort to bridge that gap by engaging the entire community in the Movement to Solve Hunger. The movement aims to involve 30,000 people in a wide range of activities that will both **increase the amount of food available** to those in need and **reduce the number of people in need**.