



[www.foodshare.org](http://www.foodshare.org)

FEEDING  
A member of AMERICA

450 Woodland Ave, Bloomfield, CT 06002-1342  
Phone (860) 286-9999 / Fax (860) 286-7860

## MEDIA RELEASE

Friday, April 10, 2015

Contact: Mark Cherrington, Director of Communications  
work: (860) 286 – 9999

*Foodshare has clients, partner program representatives, sponsors and staff standing by for interview requests. **Please contact [Amanda Renna](#) to schedule time in the next few weeks leading up to the Walk!***

### Walking Against Hunger is Good for Business

With hundreds of teams already registered and more than 4,000 walkers expected to attend, Foodshare is gearing up for what will be the largest public event to combat hunger in the history of Hartford. On Sunday, May 3, the 32<sup>nd</sup> Annual *Foodshare Walk Against Hunger* will take place in Hartbeat Park, hosted by presenting sponsor The Hartford.

“We are proud to support our local community through our long-term partnership with Foodshare,” said Diane Cantello, vice president of corporate social responsibility at The Hartford. “The *Foodshare Walk Against Hunger* is a family-friendly event that grows every year. By working together, we can help ensure that people in our local communities get the nourishment they need to live a better life.”

Sponsorship of the *Foodshare Walk Against Hunger* is at an all-time high, with organizations like The Chase Family Foundation, Stop & Shop, Webster Bank, PASI, Cognizant Technology Solutions, Aetna and McPhee Electric all taking part. Their generosity is why walkers can feel secure knowing donations they collect will go toward feeding our hungry neighbors, not event overhead costs.

“Whether you’re a non-profit or a for-profit, doing good is good for business,” says Christine O’Rourke, Foodshare Interim President. “People want to help those in need, and they want to support companies who do the same.”

Keep up with all of Foodshare’s latest news and updates by becoming a follower at [www.twitter.com/Foodshare](http://www.twitter.com/Foodshare).

---

#### About Foodshare

Foodshare is the food bank for Hartford and Tolland counties, and since 1982, we have sought to end hunger in our region. Last year, Foodshare distributed 12 million meals worth of food to some 300 food pantries, community kitchens, homeless shelters, and other partner programs. But even that huge amount of food only met one-third of the need. To bridge the gap between what is needed and what Foodshare can provide, the organization is involving the entire community in order to increase the amount of food available from all sources and to help people get back on their feet so fewer people need food.

In this way, we address the chronic underlying reasons why people are hungry, stemming from poverty, not just the immediate lack of food.

Working in partnership with other community leaders such as the United Way, End Hunger Connecticut! and 211 Infoline, Foodshare has the experience and is building the networks necessary to help make this vision a reality.

**Join the movement!** Our goal is to inspire community members, like you, to become personally involved in effective hunger solutions. Your gifts of time, talent, and financial support are vital to solving hunger—not just by feeding a hungry person today but by creating a future where hunger will not be tolerated.