



www.foodshare.org



MEDIA RELEASE

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CBS Radio Hartford Advertisers help Foodshare rescue 960,000 pounds of food from Greater Hartford retailers

Rescued food from will provide approximately 800,000 meals from October – December, serving thousands of people at local food pantries, community kitchens, and more.

HARTFORD – September 23, 2016 – There are 137,000 people in Hartford & Tolland Counties, including 1 in 6 children, who are at risk of not having enough to eat. At the same time, up to 40 percent of the food produced annually in the U.S. goes to waste.

Foodshare is a member organization of Feeding America, a national leader in the fight against hunger. As Greater Hartford's regional food bank, Foodshare is the critical link between sources of surplus healthy food and the food pantries, community kitchens, and other local programs that get

this food to the families, children, and elders in need of assistance. In 2015, Foodshare worked with over 80 retailers to rescue 3 million pounds of food, and they estimate that 2 million pounds of fresh food will still wind up in landfills across Greater Hartford.

Through its Retail Food Rescue Program, Foodshare aims to rescue and distribute 960,000 pounds of unsalable food from local retailers this fall – a projected 12% increase over the same period in 2015. This initiative will be made possible in part thanks to funding support from CBS Hartford Radio advertisers—Price Chopper Supermarkets, Johnson Brunetti, Jefferson Radiology, Kia of East Hartford, and Brown Paindiris & Scott.

Sponsors bolstered their financial support with a volunteer day during Hunger Action Month. Today, representatives from CBS Radio and the participating sponsors volunteered their time to inspect and sort through donated food items at Foodshare's main facility in Bloomfield. DJ Buck, of Hot 93.7, also joined for a tour of the facility and food sorting activities.



(More)

“As a business dedicated to helping people feed and care for themselves and their families, Price Chopper is proud to support the Retail Food Rescue program, which helps to rescue and distribute nutritious foods to hungry families in Greater Hartford.” said Mona Golub, Vice President of Public Relations and Consumer Services at Price Chopper Supermarkets.

“Foodshare is so grateful for the generous support of CBS Radio and our local advertising sponsors,” said James Arena-DeRosa, Foodshare President & CEO. “Not only is the funding imperative for ensuring all of our neighbors have access to healthy food, but informing thousands of listeners across the region about this important work is helping to garner new support in the fight against hunger.”

About Price Chopper

About The Golub Corporation: Based in Schenectady, NY, the Golub Corporation owns and operates 135 Price Chopper and Market 32 grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub’s 21,000 teammates collectively own more than 47% of the company’s privately held stock, making it one of the nation’s largest privately held corporations that is predominantly employee-owned. For additional information, visit <http://www.pricechopper.com>.

About CBS Hartford Radio

CBS Radio in Hartford, Connecticut prides itself in its commitment to the community throughout the year and reaching to assist those less fortunate.

About Foodshare

Foodshare is Greater Hartford’s regional food bank, working to nourish our neighbors every, single day by increasing access to healthy food. In addition to providing 11.5 million meals worth of food through 300 local programs each year, Foodshare is building collaborative partnerships across the region and advocating on behalf of those we serve, to help to stabilize lives with one goal in mind—building a stronger and healthier Greater Hartford for us all. Join the movement today by visiting www.foodshare.org.

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on Facebook or follow us on Twitter.