



FOR IMMEDIATE RELEASE

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### **September is Hunger Action Month**

*Second Harvest Food Bank and Entergy Announce "Power to Fight Hunger" Campaign to light the fight against hunger in Greater New Orleans*

New Orleans, LA - September is Hunger Action Month -- a movement to raise awareness about the issue of hunger in partnership with Feeding America and 200 affiliated food banks nationwide. In Greater New Orleans, Second Harvest Food Bank and Entergy will commemorate Hunger Action Month with Entergy's **Power to Fight Hunger** campaign throughout September.

"One in eight people in Louisiana struggles with hunger," said Natalie Jayroe, President and CEO of Second Harvest Food Bank. "Hunger is closer than you think. Every single day, families are making impossible choices between paying for healthcare or medication, utilities or rent, and putting food on the table. Hunger Action Month is a call to action and an opportunity to put a spotlight on a critical issue in our community," added Jayroe.

**Power to Fight Hunger**, an extension of Entergy's Power to Care campaign, will encourage "**30 Ways in 30 Days**" that the community can help fight hunger throughout September, Hunger Action Month. Individuals and families are encouraged to find simple, actionable ways to participate by advocating or raising awareness, making donations of food or funds, volunteering, or even by attending the Harvest the Music concert series (Wednesdays beginning September 14 through November 2 in Lafayette Square).

"Each of us has the power to make a difference in the fight against hunger in our community," says Patty Riddlebarger, Director of Corporate Social Responsibility for Entergy. "It's as easy as picking up additional canned goods during an upcoming trip to the grocery, making time to volunteer for a few hours at the food bank, or sharing a hunger fact on Facebook or Twitter to help educate friends about a serious issue for our children and community."

The **Power to Fight Hunger 30 Ways in 30 Days** calendar outlines doable ways individuals and families can join the fight against hunger. The calendar is available at [www.no-hunger.org](http://www.no-hunger.org).

In addition to the calendar, a team of local Twitter enthusiasts and bloggers will help bring attention to the issue of hunger through a month long series of Tweets and blog posts. The community is also encouraged to display special "We've Got the Power to #Fight Hunger" yard signs to show their support of Hunger Action Month. The signs are free and will be available **while supplies last** at Harvest the Music or at Second Harvest Food Bank at 700 Edwards Avenue, New Orleans, LA 70123.

As a visible reminder of Hunger Action Month, Gallier Hall will be illuminated in orange, the color of hunger, each Wednesday throughout the Harvest the Music concert series in Lafayette Square, a benefit for Second Harvest Food Bank.

"Too many children in our city deal with hunger on a daily basis, challenging their development which threatens our future," said Mayor Mitch Landrieu. "Lighting Gallier Hall is a reminder to all of us that the impact of hunger is far reaching and the cost to our community is great."



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**HOW TO PARTICIPATE IN HUNGER ACTION MONTH:**

- **"Like" the Power to Care Facebook page** to help spread the message about the Power to Fight Hunger campaign.
- **Download the Power to Fight Hunger 30 Ways in 30 Days calendar** for daily ways that you and your family can take action.
- **Attend Harvest the Music.** The eight week concert series will take place each Wednesday from September 14- November 2 from 5-7:30PM in Lafayette Square. All proceeds from the series will help fight hunger. Visit [www.harvestthemusic.org](http://www.harvestthemusic.org) for the full line up and details.
- **Pick up a Power to #Fight Hunger yard sign to display at your home or office** from Harvest the Music (Wednesdays September 14 – November 2 at Lafayette Square beginning at 5pm) or the Second Harvest Food Bank warehouse located at 700 Edwards Avenue, New Orleans LA 70123 (Monday – Friday, 8am until 4pm).
- **Visit no-hunger.org** to learn more about the Power to Fight Hunger campaign and get links to the official bloggers and twitter enthusiasts of Hunger Action Month.

Twitter release: @2ndHarvestGNOA and @EntergyMediaLA will commemorate Hunger Action Month with the Power to #FightHunger campaign throughout September

**About Second Harvest Food Bank:**

*Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, education, advocacy and disaster response. Annually, Second Harvest serves approximately 263,000 people through 240 nonprofit and faith-based agencies across 23 south Louisiana parishes – from the Mississippi border to the Texas state line. In any given week, nearly 42,000 people access emergency food services through Second Harvest Food Bank member agencies.*

*Second Harvest Food Bank is an affiliated ministry of the Archdiocese of New Orleans and a member of Feeding America. To learn more or donate food, money or time, please visit [www.no-hunger.org](http://www.no-hunger.org). Follow us on Twitter at [www.Twitter.com/2ndHarvestGNOA](http://www.Twitter.com/2ndHarvestGNOA) or fan us on Facebook at [www.Facebook.com/2ndHarvestGNOA](http://www.Facebook.com/2ndHarvestGNOA).*

**USDA:**

*Second Harvest Food Bank is distributing commodities to eligible, needy families under the Food Bank Program in 23 south Louisiana parishes. Commodities will be given on a first come, first serve basis as a part of the normal food package provided by the site. Commodities can only be given to registered applicants. For a complete listing of member agency locations visit, [no-hunger.org/Programs/MemberAgencies](http://no-hunger.org/Programs/MemberAgencies).*

**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](http://facebook.com/FeedingAmerica) or follow our news on Twitter at [twitter.com/FeedingAmerica](http://twitter.com/FeedingAmerica).*

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