



Media Advisory

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Mayor Bowser Proclaims January 15 *Capital Area Food Bank Day* as Organization Marks 35 Years of Service *35 for 35 challenge to community, nod to 1980s among scheduled activities*

What: The Capital Area Food Bank, the Washington metro region's hub for food distribution and nutrition education, will mark its 35th anniversary January 15 as more than 540,000 people - 12 percent of the area's population - turn to its food assistance partners to feed themselves and their families. The need continues to grow; the CAFB's Hunger Lifeline, an emergency food referral service, has seen a 57 percent increase in calls in just the last year alone.

In commemoration of its 35 years of service, Mayor Muriel Bowser has proclaimed January 15 **Capital Area Food Bank Day** in the District. DC Councilmember Kenyan McDuffie will also provide a letter of congratulations. The CAFB will kick off its *35 for 35* challenge to the community, a 35-day online campaign that encourages the public to give \$35 in honor of 35 years, with a goal of raising \$23,000 – the equivalent of 56,000 meals for residents in need. CAFB staff will pay homage by donning 80's gear, rocking out to 80's music and volunteering in the Northeast DC distribution center.

Founded in 1980 on Martin Luther King, Jr.'s birthday in response to cutbacks in federal programs, the Capital Area Food Bank today distributes 42 million pounds of food – the equivalent of 35 million meals – through direct service and a network of more than 500 partner agencies.

When: **Thursday, January 15, 2015**
1 PM

Where: Capital Area Food Bank
4900 Puerto Rico Avenue, NE
Washington, DC 20017

Why: Nearly 700,000 residents in the Washington metro area are struggling with hunger, including 150,000 children. According to a study by the Capital Area Food Bank and Feeding America, hunger in the Washington metro area has increased in the last four years by 11 percent. The Capital Area Food Bank is the region's largest hunger relief organization. To learn more, go to <http://www.capitalareafoodbank.org/>

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