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FOR IMMEDIATE RELEASE

New Elements Announced for This Year's [Blue Jeans Ball Gala](#)

Record-Setting Goal: Fund 1.25 Million Nutritious Meals for Washington Area Neighbors

Washington, D.C. (March 30, 2017)—The [Capital Area Food Bank](#) (CAFB) has increased its fundraising goal for the 14th Annual [Blue Jeans Ball](#) to \$500,000—enough to provide 1.25 million meals to those in need around metropolitan Washington. Following its recent move to stop accepting junk food donations, the CAFB received national praise among leading voices in the fight against hunger, resulting in record levels of pre-event exposure and sponsorship. Consequently, the organization is introducing new elements at this year's gala celebration, slated for **Sunday, April 23**, with the goal of funding more nutritious meals than ever before.

New food and drink:

- New restaurants serving 40+ savory and sweet bites include **Colada Shop** ("[Little Havana Done Right](#)" - *Washington Post*), **Arroz by Mike Isabella**, **Pub and the People**
- Mixology Chair **Gina Chersevani**, **Buffalo & Bergen**, to pour specialty cocktail
- Chef Chair **Ryan Ratino**, **Ripple** to feature kampachi crudo with uni botarga and leche de tigre mousse

New entertainment:

- New Orleans-style band **Dupont Brass** will entertain throughout the evening
- Unique bottles from outstanding distilleries will be offered at a special "**Spirits Pull**," where a \$35 donation offers guests the chance to take home a bottle of prized liquor

New auction items:

- One week's stay at an 18th century farmhouse in Umbria, Italy
- Tour for 20 of BrightFarms' hydroponic greenhouse, with catered lunch and as many greens as you can carry
- Austin, Texas dream trip: 7 days for four guests with live music, famous Austin dining, and much more
- Tickets to the 117th U.S. Open golf tournament, with hospitality included

As always, guests arrive in their most fashionable denim and taste to their hearts' content. Each ticket to the Blue Jeans Ball provides 500 life-changing meals for people in need in our area, and can be purchased at capitalareafoodbank.org/blue-jeans-ball/.

When: Sunday, April 23, 2017

5 pm: VIP reception

6 pm: Tastings, cocktails and silent auction

8 pm: Program & live auction

Where: Marriott Marquis Hotel

901 Massachusetts Avenue, NW, Washington, DC 20001

Hotel valet parking available for a fee

Why: The Capital Area Food Bank is the largest organization in the Washington metro area working to solve hunger and its companion problems: chronic undernutrition, heart disease and obesity. By partnering with nearly 450 community organizations in DC, Maryland and Virginia, as well as delivering food directly in hard to reach areas, the CAFB is helping 540,000 people each year get access to good, healthy food. That's 12 percent of our region's mothers, fathers, sons, daughters, sisters, brothers, and grandparents. Visit: capitalareafoodbank.org, facebook.com/CapitalAreaFoodBank, and Twitter at [@foodbankmetrodc](https://twitter.com/foodbankmetrodc).