

**Second Harvest Community Food Bank**

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**FOR IMMEDIATE RELEASE**  
**SEPTEMBER IS HUNGER ACTION MONTH – GO ORANGE FOR HUNGER**

**St. Joseph, Mo.— September 3, 2013**—Hunger advocates from Northwest Missouri and Northeast Kansas will wear orange this month in an effort to raise awareness of the more than 50 million people in the nation who face hunger. It's just one of the many awareness events taking place throughout the month of September in recognition of Feeding America's **Hunger Action Month** - a month-long campaign to help end hunger in our country.

Starting September 3, Second Harvest Community Food Bank and other food banks in the Feeding America network will kick off Hunger Action Month by holding events throughout the country to inspire people to take action to help the millions of people who are food insecure in the United States.

“While we know there are twelve months out of the year where children, seniors and families in our communities struggle with hunger issues, we are encouraged that September is Hunger Action Month, a time that brings awareness to issues that exist every day in every community,” said Chad Higdon, executive director of Second Harvest. “There are many opportunities for everyone to get involved and help bring awareness to the issue of hunger, including learning what we can do as individuals to help alleviate hunger for our neighbors in need.”

Thousands of volunteers are expected to participate in food bank activities across the nation this month. By taking action, you can be part of the solution to hunger. Second Harvest has created several ways for the community to take part in Hunger Action Month this year.

- **Food Fight** – Food Fight is Second Harvest’s annual corporate food and fund drive. Businesses from across the region will compete to raise the most food and funds during the month of September. Second Harvest encourages the community to support participating businesses. [Click here](#) to see the complete list of Food Fight participants.
- **SNAP Challenge** – Can you live on a SNAP (formerly food stamp) budget of \$4.50 a day? The SNAP Challenge will give participants a sense of what it’s like for millions of low-income Americans facing hunger. For a week, participants will live on a \$4.50 per day food budget. Second Harvest Executive Director Chad Higdon will take part in the Challenge, along with several Second Harvest staff and board members, KQ2 News Director Bridget Blevins, KQ2 reporter Sarah Hatten and KFEQ News Director Barry Birr. Second Harvest encourages the community to take part in the Challenge as well. [Click here](#) to see the complete rules.
- **Go Orange for Hunger** – On September 25, Second Harvest encourages everyone to wear orange, the color of hunger awareness. Take pictures and share them on Facebook ([sec.harv](#)) and Twitter ([second\\_harvest](#)). Be sure to tag us in your posts and use hashtag **#hungeraction** or **#goorangeforhunger**.

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- **Hunger 101** – Attend our Hunger 101 class to learn about hunger and what we do to be part of the solution. This one-hour class is free and is a great way to get started if you're interested in volunteering. Our next class is *September 11 at 5:30 p.m.* on the Second Harvest campus (915 Douglas, St. Joseph). To sign up, call 364-3663.
- **Attend an Event** – Support Second Harvest at one of our many events this September.
  - September 7 – [Bob Evans 15% Night](#)
  - September 7-28 – [Lucky Tiger – Vintage Clothing Raffle](#)
  - September 23 – [First Ward House 10% Night](#)
  - September 27 & 28 – [Bluegrass Battles Hunger](#)
  - September 28 – [Super Food Fair](#)

The issue of hunger is of particular importance now when 1 in 6 people in the United States are at risk of hunger. Nationally, there are more than 50 million people who struggle with hunger – including 16.7 million children. In our region, nearly 52,000 people struggle with hunger, including 17,000 children.

To learn more about Hunger Action Month, please visit [www.OurCommunityFoodBank.org/HAM](http://www.OurCommunityFoodBank.org/HAM).

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*The vision of Second Harvest Community Food Bank is to build hunger-free communities in Northwest Missouri and Northeast Kansas by nourishing our neighbors. Second Harvest provides food assistance through Partner Agencies and direct service programs. Second Harvest's sound fiscal management practices and commitment to accountability and transparency have earned it a 4-star rating from Charity Navigator, America's largest independent charity evaluator.*