



Friday Aug. 15, 2014

MEDIA ADVISORY AND INVITATION

Second Harvest Director to discuss survey results of 'Hunger in America 2014', the most comprehensive study of hunger in America every four years since 1993

Official Media Conference:

Wednesday, Aug. 20th

10:30 to 11 a.m.

Second Harvest Food Bank Warehouse

915 Douglas St. | St. Joseph, MO 64505

As the new school year begins, Second Harvest executive director Chad Higdon will share results from the new 2014 "Hunger in America" study data, released Aug. 15 from Feeding America.

This report, released every four years, is the most comprehensive study of hunger in America. The study was conducted by Second Harvest Food Bank in partnership with Feeding America, the nation's leading domestic hunger-relief organization.

The study documents new data related to Second Harvest partner agencies and the challenges they face. It also explores client household demographics, health issues and related challenges to combatting hunger, including education and employment data.

Data highlights shared Aug. 20 from the Hunger in America report will include:

- New data regarding food insecurity and area food bank agencies and programs
- Health issues faced by members
- Income levels for local clients (members) and impacts on food bank usage
- Employment statistics and impacts on local hunger
- Coping strategies employed by local members to make ends meet

-Reports about “tough choice trade-offs” made by members

Points addressed at the media conference will also include key information related to Second Harvest’s plans to address challenges and issues highlighted from the Hunger in America 2014 report:

- Second Harvest’s children’s initiatives for the new school year
- Success of the summer feeding program
- New after-school program for feeding food-insecure children
- Expansion of Campus Cupboard program
- Efforts to continue and improve distribution of nutritious food product

For more information about the Media Conference, please contact Aaron Smullin, Second Harvest Director of Marketing, at 816.364.3663.