

## Notice of Media Opportunities

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### September is Hunger Awareness Month

Nonprofits, government, schools continue to fight hunger in the face of a global pandemic.

San Diego Hunger Coalition and its 150+ partners raise awareness of hunger during COVID-19.

San Diego, September 1, 2020 – September is Hunger Awareness Month. [San Diego Hunger Coalition](https://www.sdhunger.org), and its 150+ partners, will spend the month raising awareness of the realities of hunger during COVID-19.

**In the face of a global pandemic, now is the time to rethink our hunger relief system.**

*“Ending hunger in San Diego is not a one-time goal, but a continuous and unified effort by nonprofits, government, communities, and individuals,”* says Anahid Brakke, President & CEO, San Diego Hunger Coalition. *“We encourage everyone to ask themselves, and share with each other, how they are creating a Hunger Free San Diego.”*

Each week of September focuses on a different area of hunger relief and how our communities can give or get help.

**September 1-4: The basics of hunger in San Diego.** San Diego Hunger Coalition (SDHC) will give everyone the basics of hunger in San Diego County: who’s hungry, how many people, and why? Prior to the pandemic, we know that 1 in 5 kids in San Diego didn’t always have enough to eat. *Since COVID-19 began, 1 in 3 children are experiencing food insecurity nationwide. Of those, 41% of kids under the age of 12 are facing food insecurity.*

**September 7-11: CalFresh/SNAP food assistance.** SDHC will offer the ins-and-outs of CalFresh food assistance, our strongest hunger relief tool. We’ll tell you what it is, how to get it, and how to use it. *Since COVID-19 started, CalFresh has seen a 250% increase in the number of online applications.* SDHC is working with the County of San Diego to advocate for the USDA to make policies that make getting CalFresh easier.

**September 14-18: Meals for Kids – School meals & WIC.** SDHC will help families understand where and how they can get extra food for their kids, infants, and new and expectant mothers. Since the pandemic began, SDHC has been working closely with school districts, providing support and \$270k in small grants to allow them to continue feeding as many kids as possible, as safely as possible. SDHC will share a recent major win for 68 schools and their students throughout San Diego County who will have access to Universal Free Meals.

**September 21-25: Food Distribution & Home Delivered meals.** Food banks, pantries, and other forms of private charitable food assistance are precious resources that fill the gap when and where federal food assistance cannot help. We will point San Diegans in the right direction to find the help they need. SDHC is working with its partners on a major win that will support both San Diegans in need and local farmers who have been hurt by the COVID-19 shutdowns with an additional ½ million meals. We will share as this develops.

**September 28-30: Hunger Free San Diego & You.** Together, hunger is a problem that we can solve. SDHC will offer several ways for San Diegans to play a role in creating a Hunger Free San Diego as Hunger Free Activists.

**SDHC will unveil a new hunger relief program that empowers communities to fight hunger in the ways that work best for their residents.**

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More information and social media posts are available for hunger relief advocates at [www.sdhunger.org/ham](http://www.sdhunger.org/ham). Media releases will be sent to San Diego press throughout the month of September ahead of our major announcements.

*For more information, please go to [sdhunger.org/ham](http://sdhunger.org/ham). You may contact Joe Shumate, Director of Communications, at [joseph@sdhunger.org](mailto:joseph@sdhunger.org) for additional information or to arrange interviews and exclusives.*

**San Diego Hunger Coalition** leads coordinated action to end hunger in San Diego County supported by research, education, and advocacy. San Diego Hunger Coalition's vision is a Hunger Free San Diego where anyone facing hunger has access to adequate food assistance to see them through their time of need.

