

NEWS RELEASE



HEADLINE: Valley View Community Food Bank launches campaign to raise \$75,000 for new Mobile Pantry Project to better serve local communities and help feed the hungry.

SUBHEAD: Mobile Pantry aimed to connect to communities that lack the resources and funds to travel to a food bank.

DATELINE: Sun City, AZ 8/23/2013

LEAD PARAGRAPH: Valley View Community Food Bank is taking its mission to serve low-income families in the surrounding community to the next level. They have their sights set on developing a Mobile Pantry Program that will allow them to extend their outreach and help feed more Arizonians in need. “The time to move forward is now,” says Jesse Ramirez, Founder of Valley View Community Food Bank, “there is such a need here in Arizona and we want be part of the solution.” Mr. Ramirez strongly believes in his supporters and knows that they will be able to reach this goal in order to move forward with the program. “We have such wonderful community partners, donors and volunteers that I believe we’re going to be able to fund this program and help end hunger for many Arizonans.” Jesse is hoping that donors will want to learn more and help fund the program by visiting the food bank website: www.YourFoodBank.org and making a donation on their secure server at: <https://www.stayclassy.org/checkout/donation?eid=25371> Interested donors are also welcome to contact the food bank if they prefer to drop off a check or cash donation. “We are really relying on the community to help make this program a success by helping to feed more people” said Jesse.

SECOND PARAGRAPH: The food bank will be launching several campaigns which will include online and social media such as their Facebook page, to help spread the word to existing and new supporters. They will also be speaking with local businesses within Arizona that would be interested in supporting the new program and becoming a Community Partner. With the holidays right around the corner, Jesse feels that the food bank will be able to assist more individuals and families if they can get the program started before the end of the year. Jesse explained “With this program *we* can go to them, in their community, and setup a location where we can assist them with nutritional and shelf-stable food. There is no restriction or paperwork required and we welcome anyone that is in need of food.”

BODY: Valley View Community Food Bank operates in Sun City in a 64,000 square foot building where it now serves 264,000 families and is supported by over 760 volunteers. The food bank distributed over 13.2 million pounds of shelf stable food and more than 14.4 million pounds of fresh produce to those in need last fiscal year. The food bank is a part of the community and has been greatly supported by residents of Youngtown, Sun City and those in the surrounding areas.

BOILERPLATE: Valley View Community Food Bank is committed to doing as much as possible to serve the needs of our diverse community. Our mission is to serve those in need with compassion and respect while providing the resources for wholesome nutritious food. Valley View Community offers a safe positive environment where those seeking help can easily find the resources they need to feed themselves and their families. Valley View Community Food Bank is a 501 (c) 3.

CONTACT INFORMATION: Jesse Ramirez, Founder and President of Valley View Community Food Bank. 10615 W. Peoria Ave., Sun City, AZ 85351 (623) 933-3358, www.YourFoodBank.org jess@YourFoodBank.org www.Facebook.com/YourFoodBank

Source: Hazel E. Arce, Marketing and Design, Creative VP, LLC www.CreativeVP.com hazel@creativeVP.com