



For Immediate Release:

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Second Annual Food Drive to honor the Martin Luther King Jr. Day of Service to be held January 16th & 18th, 2010

San Luis Obispo – January 4th, 2010

Central Coast United for Change and the Food Bank Coalition of San Luis Obispo County are teaming up again this year for the second annual county-wide Food Drive to honor the Martin Luther King Jr. Day of Service. Volunteers throughout the county will go door-to-door delivering bags and flyers asking for food donations for the Food Bank on Saturday January 16th. Volunteers will return January 18th to pick up the bags filled with donated food items.

The food drive is the only one of its kind conducted in the County and has proven to be very successful. Last year the Food Drive collected over 25,000 pounds of food as well as \$4000.00 in cash donations to benefit the Food Bank, which brings aid to local citizens in need. “The food will give us an important winter boost,” said Cathy Enns, Director of Community Relations for the Food Bank. “Central Coast citizens are very generous with us during the holidays, but in truth we go through holiday donations pretty quickly. It’s great to have Central Coast United for Change step up to help fill our shelves again.”

What Is the King Day of Service? In 1994, Congress designated the Martin Luther King Jr. Federal Holiday as a national day of service. Taking place each year on the third Monday in January, the King Day of Service is the only federal holiday observed as a national day of service. Dr. King recognized the power of service to strengthen communities and help achieve common goals. In addition to helping to bring about positive results and benefiting people in our communities, service brings people from different backgrounds together, and benefits those who serve.

As an individual or an organization you are invited and encouraged to participate by volunteering with the Food Drive in your community.

For more information and to sign up to volunteer please visit:

www.centralcoastunitedforchange.org

or call the Food Bank Coalition at: (805) 238-4664

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