



For Immediate Release

The Food Bank's First SLO County Turkey Drive Snares 725 Birds

Partnering with media powerhouses like KCOY and organizations like Sierra Vista Regional Medical Center, the Food Bank also netted holiday dinner fixings and over \$12,000 in donations

San Luis Obispo County – (November 16, 2009) – The Food Bank Coalition of San Luis Obispo County is proud to announce the results of its first ever Turkey Drive held on Friday, November 13th: 725 turkeys, 1,400 pounds of stuffing, canned veggies and other non-perishables and \$12,144 in donations.

“We are so pleased with these numbers,” commented Carl Hansen, Executive Director, “and maybe just a little bit surprised. We know from experience that the generous citizens of our area step forward and help care for others in times like this. But 725 turkeys for our first drive is an amazing result!” He added that the additional food and cash donations will go a long way toward helping people in need during the weeks ahead—not just for Thanksgiving.

So what does it take to reel in 725 frozen turkeys for the Food Bank, its non-profit agencies and low-income clients?

It takes host organizations with big hearts. Sierra Vista Regional Medical Center in San Luis Obispo and Twin Cities Community Hospital in Templeton, both part of Tenet Healthcare, set up drive-through donation sites in their parking lots. St. Patrick's Elementary School in Arroyo Grande did the same. Through the combination of more than 700 enthusiastic employees and the good will of Morrison Healthcare, the hospital's food service company, the Sierra Vista site was most productive, yielding 277 turkeys and nearly \$11,000 for the Food Bank.

It also takes partners like KCOY, a media team that covered the Turkey Drive at Sierra Vista for more than 13 hours on both KCOY and FOX, and provided news stories and public service announcements leading up to the day. Eldorado Broadcasters, in the form of Bill & Amy from the Coast 101.3 morning show and Mark & Becky from Cat Country, played a similar role on the radio. The live broadcast by Bill Pessa and Amy Jacobs of Coast 101.3 at Sierra Vista accounted for nearly \$3,500 of the cash donations.

Volunteers young and old were an important part of the Turkey Drive too. Fraternity and sorority groups from Cal Poly were on hand all day to take donations as well as students enrolled in nutrition classes. Seniors from Mission View Health Center, a skilled nursing facility, greeted donors for part of the day and gave a \$100 contribution from their own charitable activities.

Finally, it takes a county filled with civic-minded residents determined to put Thanksgiving on the table of every citizen. The medical community turned out—one oral surgeon’s office staff filling a decorated trash can with food and rolling it over to Sierra Vista. An imaging company’s employees bought 20 turkeys with their holiday fund. Firefighters, contractors, moms with strollers and bus drivers dropped by to donate.

“This kind of outpouring is very gratifying, and very timely,” said Carl Hansen. “The US Department of Agriculture just released numbers showing that hunger in our country is at a 14 year high. In order to pull through, we need to keep pulling together.”

There’s still time to help the Food Bank this holiday season. Learn more at www.slofoodbank.org or call 805-238-4664.

--###--

About the Food Bank Coalition of San Luis Obispo County: The Food Bank Coalition of San Luis Obispo County opened in 1989. Today, the organization is the only countywide source of large quantity donated and low-cost food for low-income families, seniors, children, veterans and the disabled. Through direct programs like the Backpack Program for school children and the Senior Brown Bag Program, and in partnership with over 150 SLO County agencies, the Food Bank will provide about four million pounds of food for the tables of more than 10% of the county’s residents in 2009.

P.O. Box 2070, Paso Robles, CA 93447 · Phone: 805-238-4664 · FAX: 805-238-6956
www.slofoodbank.org