



March 6, 2015
FOR IMMEDIATE RELEASE

Big Hearts Helped Feed Our Community!
\$17,500 raised to feed our neighbors in need

SAN LUIS OBISPO COUNTY– During the entire month of February, Food 4 Less grocery stores in San Luis Obispo County and the Food Bank Coalition of San Luis Obispo County collaborated for the 7th annual “Have A Heart” campaign. Generous community members purchased pink paper hearts at the check stands of Food 4 Less stores in Paso Robles, Atascadero, and San Luis Obispo to show their commitment to end hunger. The Food Bank is very grateful for the continued support of Food 4 Less and the bigheartedness of their customers. The final count is in and thanks to heartfelt contributions from community members like you, the 2015 Have A Heart fundraiser generated \$15, 959 from Heart Sales. Food 4 Less is charitably contributing to the total, bringing it to an amazing \$17,500!

The Food Bank has made it their mission to work with a network of community partners to alleviate hunger in San Luis Obispo County and build a healthier community. Because the Food Bank is able to provide \$10 worth of food for every \$1 donated, this donation of \$17,500 will be able to provide \$175,000 worth of food. A big thank you to Food 4 Less and community supporters for making the 2015 “Have A Heart” campaign a huge success.

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About the Food Bank Coalition of San Luis Obispo County: The Food Bank Coalition distributed 6 million pounds of food in 2014. Throughout San Luis Obispo County, 44,000 residents rely on the Food Bank Coalition and its network of community partners for supplemental food assistance. To alleviate hunger and meet this need, the Food Bank coordinates 52 public food distribution sites and works with over 200 non-profit Agency Partners with food programs to distribute food directly to the community. Thanks to the help of over 1,200 dedicated volunteers the Food Bank’s overhead is kept at a low 6%. In addition to their three public food distribution programs, the Food Bank administers seven other food assistance programs including: Summer Feeding Service Program (Lovin’ Lunchbox), Senior Farmers Market, and GleanSLO. To learn more about the work done by the Food Bank Coalition throughout San Luis Obispo County, please visit their website www.slofoodbank.org.