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For Immediate Release



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Wear Orange September 5 for Hunger Awareness
Waterbury and New Haven Landmarks to Glow Orange for Hunger Relief

East Haven, CT – August 26, 2013 – Connecticut Food Bank is urging people to wear orange – the color of hunger relief – Thursday, September 5, as part of a nationwide effort to increase awareness about hunger in our communities during Hunger Action Month, which is supported by the Citizens Bank Foundation. Those who wear orange on September 5 are encouraged to take a photo of themselves, family, friends or coworkers and email it to cfb@ctfoodbank.org for posting on Connecticut Food Bank’s Facebook page and website.

In honor of *Hunger Action Month*, the front of both Waterbury City Hall and the Chase Municipal Building in Waterbury will glow orange for the entire month of September to help shine light on hunger. And in New Haven, East Rock Park’s Soldiers and Sailors Monument will be lit up orange from Friday, August 30, to Friday, September 6.

Hunger affects more than 520,000 people in Connecticut, including more than 157,000 children, on a year-round basis. Each September, Feeding America’s network of more than 200 food banks around the country engages citizens to raise awareness about how pervasive hunger is in every community.

“Hunger Action Month gives us the opportunity to focus on the problem of hunger, and encourage people to take action to solve hunger,” said Nancy L. Carrington, Connecticut Food Bank’s president & CEO. “What many don’t realize is that hunger exists in every community and that they can make a difference by advocating or giving time and energy, sharing information on social media or donating food and funds.”

“Citizens Bank is dedicated to helping fight hunger throughout our footprint by supporting programs like *Hunger Action Month*,” said Ned Handy, President, Citizens Bank, Connecticut. “We are proud to partner with Connecticut Food Bank to bring visibility around the issue of food insecurity throughout our state, and hope that the community will join us in this effort.”

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In addition to wearing orange, the color of hunger relief on September 5, Connecticut residents can rally for hunger relief by doing these simple tasks in September:

- Find Connecticut Food Bank and Feeding America on Facebook and hit “like”
- Update your Facebook status to share a hunger fact with your friends
- Volunteer your time at Connecticut Food Bank, a local food pantry or soup kitchen
- Tour Connecticut Food Bank
- Donate to Connecticut Food Bank. For every \$1 donated, Connecticut Food Bank can feed a person for one day
- Take the SNAP (food stamp) challenge and try to live on a \$4.50 a day food budget.

Connecticut Food Bank is promoting Hunger Action Month by:

- Posting a 30 Ways in 30 Days calendar on www.ctfoodbank.org to provide individuals with ideas to participate throughout the month of September
- Offering volunteer opportunities including apple picking at Connecticut orchards throughout the month of September to help provide fresh, healthy apples to people in need.
- Honoring our *Hunger Action Heroes* who help advance the fight against hunger in Connecticut on Sunday, September 22, at the East Haven warehouse.

To learn more about Hunger Action Month, please visit www.hungeractionmonth.org or www.ctfoodbank.org.

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Connecticut Food Bank serves approximately 650 local emergency food assistance programs in six of Connecticut's eight counties: Fairfield, Litchfield, Middlesex, New Haven, New London and Windham. Connecticut Food Bank distributes an average of 36 tons of food every business day. For more information, visit www.ctfoodbank.org. Find us on Facebook at www.facebook.com/ctfoodbank or follow us on Twitter, www.twitter.com/ctfoodbank.