

NEWS RELEASE



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Central Texas Food Bank Emphasizes Awareness, Volunteerism, Advocacy During Hunger Action Month™

- September is national Hunger Action Month
- Nearly 460,000 people in Central Texas face hunger; 23% of them are children
- Hurricane Harvey makes the need for assistance more urgent
- “30 Ways in 30 Days” calendar provides easy ways to get involved in fighting hunger in your community

AUSTIN, TEXAS, September 5, 2017 – Throughout September, which is national Hunger Action Month, the [Central Texas Food Bank](#) will be mobilizing the public in the fight against hunger with its “Nothing Runs on Empty” campaign. The goal of the campaign is to call attention to the hunger issue and inspire Central Texans to donate, volunteer and advocate in the fight against hunger. This year’s campaign takes on even more urgency, given the increased need for emergency food assistance brought about by Hurricane Harvey.

Fighting hunger is a huge undertaking. The Central Texas Food Bank and its Partner Agencies lead the charge in that fight in a 21-county service area twice the size of Massachusetts, where nearly 460,000 people face hunger, one-fourth of whom are kids.

“Hunger Action Month plays a key role in raising awareness about hunger here in Central Texas and how easy it is for people to get involved in fighting this public health crisis,” said Derrick Chubbs, President and CEO of the Central Texas Food Bank. “It’s important that all of our neighbors have access to enough healthy food to reach their full potential; especially our children, who cannot grow, succeed or learn on an empty stomach. It’s even more crucial now that Hurricane Harvey has greatly expanded the number of our fellow Texans who are in need of assistance.”

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To shine a light on the toll hunger takes on individuals and our community, the “Nothing Runs on Empty” campaign asks people to consider and share how it must feel to live with an empty stomach, which puts a healthy life and a promising future at risk. Here’s how it works:

- Grab a paper plate or use the Food Bank’s printable template at www.centraltexasfoodbank.org/ham2017
- Jot down something you can't do on an empty stomach: “On an empty stomach I can't _____.”
- Post/share a picture of you holding the plate on your social networks using #HungerActionMonth and tag [@Central Texas Food Bank](https://www.facebook.com/CentralTexasFoodBank) on Facebook, and [@CTXFoodBank](https://twitter.com/CTXFoodBank) on [Twitter](https://www.instagram.com/CTXFoodBank) and [Instagram](https://www.instagram.com/CTXFoodBank).

In addition to the social media awareness campaign, supporters can help fight hunger more actively by participating in “30 Ways in 30 Days”, a calendar of simple things everyone can do on each of the 30 days of Hunger Action Month. These activities range from holding your own virtual food drive to volunteering in the Food Bank’s warehouse, kitchen or garden. The “30 Ways in 30 Days” calendar can be found at www.centraltexasfoodbank.org/ham2017.

To learn more about the Central Texas Food Bank and how you can get involved during Hunger Action Month, please visit www.centraltexasfoodbank.org/ham2017.

To donate directly to the Food Bank’s Hurricane Harvey relief efforts, please visit www.centraltexasfoodbank.org.

ABOUT THE CENTRAL TEXAS FOOD BANK

The mission of Central Texas Food Bank is to nourish hungry people and lead the community in the fight against hunger. Founded in 1981, the Food Bank provides food and grocery products through a network of nearly 300 Partner Agencies and distribution programs, serving nearly 46,000 people every week. Headquartered in Austin, the Food Bank serves 21 counties in Central Texas, an area about twice the size of Massachusetts. For more information on the Food Bank and its programs, visit centraltexasfoodbank.org.

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