



COUNTY OF SAN DIEGO

# MEDIA ADVISORY

FOR IMMEDIATE RELEASE

November 23, 2010

**CONTACT:** Tom Christensen (619) 515-6535

## **FRESH FOOD FOR 400 FAMILIES**

*County and Partners Help Children and Their Families Fight Hunger*

- WHAT:** Four hundred families are expected to benefit from a food-distribution event sponsored by the San Diego County Health and Human Services Agency's (HHSA) HealthLink North County, which is a school and health-focused partnership that collaborates with several agencies including the Society of Saint Vincent de Paul, Network for a Healthy California and Feeding America San Diego (FASD). There will also be healthy food preparation demonstrations, fun physical activities for children and convenient access to County health and social service programs, including CalFresh, the state's food stamp program.
- WHO:** **Donna Hand**, Deputy Director, HHSA, North Regions  
**Renee Richardson**, Executive Director, Society of Saint Vincent de Paul, Escondido  
**Jennifer Gilmore**, Executive Director, FASD  
**Alex Carballo**, Head Chef, Stone World Bistro  
Representatives from Chairwoman Pam Slater-Price's office, District 3, San Diego County Board of Supervisors  
Network for a Healthy California  
Live Like a Champion Campaign
- WHEN:** Wednesday, November 24, 2010  
10 a.m. – 12:00 p.m.
- WHERE:** Society of Saint Vincent de Paul, Escondido  
444 South Escondido Blvd., Escondido, CA 92025
- WHY:** The 2008 U.S. Census Bureau reports that 483,000 of San Diego County's 3.1 million residents live at or near the federal poverty level and 273,000 of these individuals are children. The majority of these children live in food-insecure households, exposing them to potential malnutrition which could negatively impact their behavior, school performance, and overall cognitive development. FASD provides emergency food assistance to local residents serving an estimated 437,500 different people annually, 46% of whom are children. The CalFresh Program, formerly Food Stamps, helps qualified households to meet their nutritional needs. Applications and information about CalFresh will be available at the event. Community food distribution events like this help support the County's Health Strategy Agenda: Building Better Health by providing an opportunity where residents have access to healthy food and to services that make it easier for residents to make healthy choices.

###