



## **FOR IMMEDIATE RELEASE**

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### **BIG FRESNO FAIR'S SAVE MART & FOODMAXX "FEED THE NEED" FOOD DRIVE RESULTS IN MORE THAN 131 TONS OF FOOD**

**FRESNO, CALIFORNIA, November 21, 2016...** The Big Fresno Fair and its partners are pleased to share that the 2016 Save Mart & FoodMaxx "Feed the Need" Food Drive effort has resulted in 264,856 lbs. (131.5 tons) of food, bringing the eight year total to 710.75 tons of food collected to feed those in need in our community!

These numbers reflect collection totals from the Fair-time food drive held on Thursday, October 13, in which 65,877 lbs. of food was collected at the Fair gates, coupled with a Fresno State Student Cupboard Food Drive Challenge, a Corporate Donation Outreach Initiative and an Early Food Drive held in partnership with Fresno State and local media partner CBS 47. All food collected is used to support programs within Fresno County.

The Fair's Early Food Drive in partnership with Fresno State and CBS 47 resulted in 17,462 lbs. of food and was held on Wednesday, September 21 from 7 a.m. – 2 p.m. at Fresno State and 7 a.m. and 7 p.m. at the CBS 47 Studios. People who donated 12 or more canned food items per person at either location received a Free Entry Pass to the 2016 Big Fresno Fair good for any day Monday through Friday.

Again this year, the Fair also continued its partnership with Fresno State through an on-campus food drive benefitting the Student Cupboard as part of the overall "Feed the Need" effort. The Fresno State Student Cupboard, an initiative of the Fresno State Food Security Project, provides free food and hygiene items to Fresno State students in need of assistance. The Fresno State community, specifically student-run clubs and organizations, were asked to bring 5 or more canned food items per person to the Fresno State Student Cupboard from Thursday, September 22 to Tuesday, October 12 at noon in exchange for a free Fair entry pass good for Thursday, October 13 – the same day as the Fair's "Feed the Need" Food Drive. Fresno State came forward to support their community and their own Student Cupboard by collecting 18,787 lbs. of food that will stay at the Student Cupboard for students in need!

Finally, the Fair's Corporate Donation Outreach Initiative resulted in an impressive 164,981 lbs. of food collected in the form of bulk food donations and monetary contributions. Monetary donations are recorded as pounds using the formula that every \$1 donated can purchase 9 lbs. worth of food. Without the additional support from local businesses, the "Feed the Need" Food Drive would not be as successful.

The Big Fresno Fair partners with Community Food Bank and The Salvation Army to help operate this large food drive effort each year with the support of community partners including Save Mart Supermarkets, FoodMaxx, Wells Fargo and local media outlets. As an agricultural-based Fair, The Big Fresno Fair is proud to stand behind this program and with help from our local community, the Fair looks forward to continuing the fight against hunger and providing assistance to those who have nowhere else to turn.

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