

Your Key to the Black Community!

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Second Harvest Calls On Businesses, Neighbors For Continued Support This Holiday Season

ORLANDO – At Second Harvest Food Bank of Central Florida, the near empty shelves aren't a sign that fewer people are giving – it's a sign that more people are hungry. The economic climate has spurred a dramatic increase in the amount of people who need food bank services, so the demand has been greater compared to this time last year.

Second Harvest is calling on continued support from businesses and neighbors this holiday season to meet the community's needs. Every year, the Food Bank relies on more than 7,500 volunteers (whose hours total more than 28,000) to help those fight hunger in Central Florida.

"We pride ourselves on offering fun and unique ways for individuals and groups to contribute their time, talents and resources to connect with the community," said Mindy Ortiz, volunteer services and food drive manager for Second Harvest.

Many businesses – including Lowes, Publix, Disney and others – consistently provide volunteers to Second Harvest.

Employees with Orlando-based Resource Consulting Group recently volunteered to help pack food for Second Harvest.

"After learning more about Second Harvest at its Empty Bowls luncheon, we realized the demand for services is exceeding expectations, so we are helping by volunteering and donating," said Mike Masur, chief operating officer of Resource Consulting Group. "More than 54,000 people receive assistance from Second Harvest each week."

To donate, volunteer or get more information about Second Harvest Food Bank of Central Florida, visit www.foodbankcentralflorida.org or call (407) 295-1066.

FAST FACTS

Second Harvest Food Bank of Central Florida distributed:

- ▲ 19 million pounds of food and grocery products in 2007
- ▲ 21 million pounds of food and grocery products in 2008
- ▲ 23 million pounds of food and grocery products in 2009 (projected).