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A Member of **FEEDING AMERICA**

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**MORE THAN 6,000 OF OUR NEIGHBORS ARE COUNTING ON EMERGENCY
FOOD BASKETS THIS HOLIDAY SEASON**

Rochester, NY - Foodlink, needs your help to provide holiday meals to your less fortunate neighbors. As you complete your holiday food shopping, remember the most convenient way to help fight hunger is to “Check Out Hunger” at the point of sale at local Wegmans grocery stores. The “Check Out Hunger” campaign is the largest fund-raiser for Foodlink – resulting in over 6.1 million meals provided for those in need in our community. The campaign ends this Saturday, November 26th, leaving plenty of time to donate while you shop for Thanksgiving. Local businesses, community groups and the public can donate frozen turkeys, hams or non-perishable food items to Foodlink, 936 Exchange Street, Rochester NY 14608.

Throughout the ten county service area of Central and Western New York the issue of hunger is increasing in severity, especially among senior citizens – 1 in 6 seniors in our service area are struggling to afford enough food. More than 229,000 households were served by emergency food assistance providers last year, a number that is projected to increase in 2012.

"Although hunger doesn't distinguish holidays, the Thanksgiving holiday is extremely difficult for individuals and families in need of food and other community support services," said Tom Ferraro, Executive Director and Founder of Foodlink. "In the past 4 years we have seen a 75% increase in the demand for our services. With the rising cost of food, especially turkey, more people than ever are in need of the nearly 450 community-based food pantries and hunger assistance programs that are supported by our organization, including individuals that remain unemployed but also underemployed."

For more information on how to donate, please call Raven Magill at 585-328-3380, ext 127 or visit our website at www.foodlinkny.org

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Foodlink, the regional food bank, provides food, nutrition, education, and resources in Central and Western New York. Our mission is to provide hunger relief, eliminate the root causes of hunger, improve health, and promote economic development. We do this through the distribution of food to a network of agencies and by empowering individuals through nutritional and agricultural programs