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GLEANERS COMMUNITY FOOD BANK AND CITIZENS BANK LAUNCH HUNGER FREE SUMMER CAMPAIGN

(June 14, 2017 – Detroit, MI) ... Today, **Wednesday, June 14, 2017**, Gleaners Community Food Bank of Southeastern Michigan (Gleaners) launches its **2017 Hunger Free Summer (HFS)** campaign. The summer-long program kicks off with a special community event from **1:00 – 3:00pm** at the **New England Town Houses** ([Map-25901 Jeanette, Roseville, MI 48606](#)). **Citizens Bank, Ford Motor Company Fund** and other generous donors will match all donations, dollar-for-dollar, during the campaign (thru September 4th). **Every dollar donated provides six nutritious meals** for southeast Michigan’s hungry children.

Gleaners is pleased to add 16 new Summer Meet Up & Eat Up meal sites – including the site of today’s launch – for a total of 96 sites that will provide 175,000 meals directly to southeast Michigan children throughout the summer. In addition, Gleaners will manage 289 Mobile Pantry distributions over the three summer months that will provide 30-35 pounds of nutritious food to more than 8,000 families each month.

Hunger Free Summer is going social with a Facebook fundraising initiative - one of the ways the community can support the campaign. Facebook users can make a real impact using Facebook’s new fundraising feature to encourage their network of friends and family to donate. Every \$10 raised from a friend, family member, co-worker or neighbor will fill a hungry child’s fridge with enough food for 60 full meals!

Throughout the school year nearly 300,000 southeast Michigan children rely on free or reduced-fee meals from school. When school closes for the summer these children are faced with food insecurity and often go without essential meals. Gleaners’ goal over the 12-week campaign is to **provide an additional 2 million meals to meet the increase of children needing food during the summer.**

“Teachers tell us they worry about kids getting enough to eat over the summer,” said Gerry Brisson, president of Gleaners. “The meals we raise through Hunger Free Summer offer immediate and much-needed relief and stability to those families, so their children can return to school healthy and ready to learn. I’m grateful to Citizens and all of our match partners for making this possible.”

Hunger Free Summer Launch Line-Up:

- **1pm** - Children from New England Town Houses arrive at “community center” for lunch.
- **1:30pm** - Children are joined by Citizens Bank staff and partner volunteers to take part in special activities:
 - **Gleaners Nutrition Mission** game – Citizens Bank President Rick Hampson will lead this activity where children are the game pieces and travel the life-sized board game trying to be the first to collect a day’s worth of healthy food.
 - **Pots & Plants** – Gleaners’ Kids-Helping-Kids staff will help children plant and decorate their own herb or vegetable plant while learning how to grow ingredients that enhance a nutritious meal. Children will take home their special plant.
 - **Kids Food Quiz & Challenge** – Gleaners President Gerry Brisson talks with children about nutrition while testing their taste buds – challenging them to guess the secret ingredients in a special smoothie.
- **3pm** - Activities wrap up/formal event ends

Hunger Free Summer – Matched donations can be made:

- **Online:** www.HungerFreeSummer.org
- **Text:** “HFS” to 515-55
- **Telephone:** 855-315-FOOD (3663)
- **Checks by mail:** 2131 Beaufait, Detroit, MI 48207 (Please note “Hunger Free Summer” on memo line.)

Follow **#HungerFreeSummer** updates on [Facebook.com/Gleanersfan](https://www.facebook.com/Gleanersfan) & [Twitter.com/Gleaners](https://twitter.com/Gleaners).

Media Only: For more information or to schedule an interview, please contact: **C&B Scene:** [248.336.8360](tel:248.336.8360) | scene@candbscene.com



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About the Hunger Free Summer Campaign

Gleaners Community Food Bank created the Hunger Free Summer campaign in 2011 to ensure that no child goes hungry during the summer. In southeast Michigan alone, nearly 300,000 children receive free or reduced-fee meals. When the school year ends, hunger sets in and these children often go without the nutritious food they need to grow healthy and strong.

Citizens Bank, along with other generous donors, including Ford Motor Company, match donations dollar-for-dollar during the course of the campaign. When matched, every dollar donated provides six meals for hungry kids.

Hunger Free Summer supports Gleaners Community Food Bank's programs that reach thousands of hungry children throughout southeast Michigan with nutritious food. We work with schools and community organizations to ensure a comprehensive and unified approach to tackling child hunger.

In 2016 Gleaners' **School-Based Mobile Pantry** program reached hungry children in high-need communities. Each distribution provided approximately 100 households with 30 pounds of nutritious food, including frozen meat and fresh produce.

Children at more than 90 sites received nutritious lunches through the **Summer Food Service** program. Summer meals were provided five days a week to 4,200 children.

Additionally, through Gleaners' extensive network of more than 534 partner soup kitchens, pantries and shelters, the Hunger Free Summer campaign reaches children who would otherwise go without the nourishment they need during the summer.

Everyone can make a difference by donating today! Every dollar will provide **6** meals for hungry kids. The community can also help by spreading the word, liking and sharing the Hunger Free Summer campaign on [Facebook](#) and [Twitter](#), and encouraging their friends and followers to get involved! #HungerFreeSummer #HappyNotHungry



Our Partners

Underwriting Partner and Match Donor:



Citizens Financial Group, Inc. is one of the nation's oldest and largest financial institutions, with \$136.5 billion in assets as of March 31, 2015. Headquartered in Providence, Rhode Island, Citizens offers a broad range of retail and commercial banking products and services to individuals, small businesses, middle-market companies, large corporations and institutions. In Consumer Banking, Citizens helps its retail customers "bank better" with mobile and online banking, a 24/7 customer contact center and the convenience of approximately 3,200 ATMs and approximately 1,200 Citizens Bank branches in 11 states in the New England, Mid-Atlantic and Midwest regions. Citizens also provides mortgage lending, auto lending, student lending and commercial banking services in select markets nationwide. In Commercial Banking, Citizens offers corporate, institutional and not-for-profit clients a full range of wholesale banking products and services including lending and deposits, capital markets, treasury services, foreign exchange and interest hedging, leasing and asset finance, specialty finance and trade finance. Citizens operates through its subsidiaries Citizens Bank, N.A., and Citizens Bank of Pennsylvania. Additional information about Citizens and its full line of products and services can be found at www.citizensbank.com.

Match Donor Supporters:



Ford Motor Company Fund and Community Services works with community and global partners to advance driving safety, education and community life. Ford Motor Company Fund has operated for more than 65 years with ongoing funding from Ford Motor Company. Ford Driving Skills for Life is free, interactive, hands-on safety training focused on skill development and driving techniques, while addressing inexperience, distractions and impaired driving. Innovation in education is encouraged through Ford Blue Oval Scholars, Ford Driving Dreams, Ford Next Generation Learning and other innovative programs that enhance high school learning and provide college scholarships and university grants. The Ford Volunteer Corps enlists more than 30,000 Ford employees and retirees each year to work on local projects that strengthen their communities and improve people's lives in more than 40 countries around the world. For more information, visit <http://community.ford.com>.



In 1989 when **Andiamo** opened its first Italian restaurant, the goal was simple – deliver fine Italian cuisine by using the freshest seasonal ingredients and prepare them from scratch each and every day. This goal set by the late Master Chef Aldo Ottaviani was achieved and as a result Andiamo exceeded all expectations, expanding to nine metro Detroit locations. Andiamo has never strayed from its founding principles and continues to provide exceptional service and authentic Italian cuisine prepared by hand every day. Visit andiamoitalia.com for more information and to find a location near you.

Toni Wisne Sabina Foundation

In honor of **Toni Wisne Sabina**'s long-time support for Gleaners' mission to feed our hungry neighbors.



GalaxE.Solutions, Inc. is a member of the GalaxE Group, Inc. For over 20 years, GalaxE.Solutions has provided technology professional services supporting Fortune 500 organizations in the healthcare, retail, manufacturing, pharmaceutical, insurance, banking, IT/communications, publishing, real estate, legal, and non-profit industries. They specialize in solutions-based engagements. Their core business revolves around providing professional IT services throughout the Software Development Life Cycle. This includes initial design, development, testing and ongoing support in a variety of technologies, such as business intelligence, master data management, service oriented architecture, legacy application replatforming, Web application design and development, and enterprise application integration.

HamiltonAnderson

Hamilton Anderson Associates is a multi-disciplinary design firm dedicated to improving the built environment through creative, contemporary design. Their design process combines rigorous analysis, intuitive curiosity and thoughtful execution to create inspiring, contextually responsive solutions. Their diverse group of design professionals work collaboratively across multiple disciplines, including architecture, landscape architecture, planning, urban design, strategic planning, interior design, and graphic design. They offer informed perspectives to create compelling, sustainable projects that provide a lasting and positive impact on our communities.



Grand Traverse Pie Company's vision is to spread their love for pie throughout everything that they make and do. They call it "Warming Hearts and Community through Pie". They are committed to quality products, warm and friendly service, and to truly making a positive difference in your day. They believe that respect leads to loyalty, loyalty promotes growth, growth allows them to give back to people, and giving back gains respect. It's a delicious cycle. They proudly serve the best handmade pies from scratch every day, and can be found at fifteen different locations throughout Michigan and one in Indiana.



Foodservice Technology Solutions for Modern Concepts. **Nextep Systems** provides enterprise scalable, integrated solutions designed to overcome the hurdles found in operating a competitive restaurant. Their solutions are designed specifically for fast casual and quick service restaurants to increase sales, maximize labor and deliver a better experience for guests and employees. More information www.nextepsystems.com.

MITTEN CRATE

EAT. LOVE. MICHIGAN.

Mitten Crate started as a monthly subscription for discovering unique great tasting Michigan made foods. They have grown to also be the best choice for curated gift boxes curated for your corporate projects, private events, and employee appreciation programs in addition to their membership platform.

Founded in 2013, by Andrew Chmielewski and Cory Wright, Mitten Crate has pledged, since day one, to donate 3 meals to Gleaners Food Bank for every membership every month. Mitten Crate continues to push the envelope in the local food scene by connecting food makers with food lovers that might not have met organically.

Join the thousands of customers in all 50 states and get a little taste of Michigan sent to you or a loved one, knowing that you will also be helping out Gleaners with every order. You can visit them at the Rustbelt Market in Ferndale, or visit the website at mittencrate.com.



The first **Happy's Pizza** opened in 1996 on Detroit's Northeast side on a busy corner and quickly became known for not only its pizza, but also its barbecue ribs, fried chicken and seafood. Happy's Pizza soon turned into a household name in Michigan and has expanded into California, Nevada, and Ohio, with over 60 U.S. locations.

Happy's Pizza's primary mission is to provide families with the finest quality foods at the lowest possible price and to assure that each and every restaurant location is a charitable leader throughout the communities that they serve. For more information visit www.happypizza.com.

OLIVER Sod Farm

Regardless of whether you need a whole lawn or a few pieces, **Oliver Sod Farm** can get grass on your ground quick. Open to the public and available for landscapers. For more information, visit oliversodfarm.com.



Facts & Resources

Child Hunger in Michigan

In southeast Michigan, nearly 300,000 children receive free or reduced-price meals in school.

According to [Kids Count in Michigan](#), 2016:

- More than 338,000 children in Michigan live in households that were food insecure at some point during the year
- Nearly 300,000 school-aged children in southeast Michigan are eligible for free or reduced-price school lunch. To be eligible for reduced-priced lunches, kids must live at 185 percent of poverty, or about \$44,000 a year for a family of four. To receive free lunches, kids must live at 130 percent of poverty, or about \$31,000 for a family of four.
- Nearly one in four Michigan children (22%) live in poverty, with household incomes under \$24,036 for a family of four.
- More than half (58%) of Detroit's children live in poverty

Child Hunger In America

- 1 in 5 kids in America live in households without consistent access to enough food.
- 81% of America's teachers report seeing students come to school hungry at least once a week
- Over half of public school students in this country are from low-income families.
- 44% of SNAP participants are children.
- 22 million children rely on free or reduced-fee lunches for their nutritional needs on an average school day.
- 4 million kids rely on free meals in the summer when school meals aren't available.

Source: https://www.nokidhungry.org/pdfs/Fact_Sheet-2016.pdf.

The Devastating Impacts of Child Hunger

Developmental Impact

According to Feeding America:

- Children who are food insecure are more likely to require hospitalization.
- Children who are food insecure may be at higher risk for chronic health conditions, such as anemia and asthma.
- Children who are food insecure may have more frequent instances of oral health problems.
- Food insecurity among young children is associated with poorer physical quality of life, which may prevent them from fully engaging in daily activities such as school and social interaction with peers.
- Food insecure children may be at greater risk of truancy and school tardiness
- When they are in school, children who are food insecure may experience increases in an array of behavior problems including: fighting, hyperactivity, aggression, anxiety, mood swings and bullying.

Read more at <http://www.feedingamerica.org/hunger-in-america/impact-of-hunger/child-hunger/child-development.html>.

Educational Impact

According to the US Department of Agriculture:

- Children that experience hunger during their first five years of life, are less ready for kindergarten than their classmates who came from homes with enough to eat. They lag behind in social, emotional and to some degree, cognitive skills when they begin kindergarten.
- Children who experience hunger early in life were more likely to have lower reading and math scores than similar low-income children who didn't experience food insecurity.
- Food insecure children were more likely to be hyperactive and throw tantrums in the classroom.

Read more at <https://www.ers.usda.gov/webdocs/publications/err215/err-215.pdf?v=42636>.

Other partners in our work:

Feeding America

As the nation's leading domestic hunger-relief charity, Feeding America network members supply food to more than 37 million Americans each year, through a network of more than 200 member food banks. www.feedingamerica.org.

Food Bank Council of Michigan

The Food Bank Council of Michigan (FBCM) is a statewide organization that gathers food and funds to help stock Michigan's food banks. www.fbcmich.org.

Gleaners Community Food Bank of Southeastern Michigan Announcement

Gleaners Community Food Bank announces the sponsorship of the Summer Food Service Program for Children. Free meals will be made available to children 18 years of age and under or persons up to age 26 who are enrolled in an educational program for the mentally or physically disabled that is recognized by a State or local public educational agency. The meals will be provided without regard to race, color, national origin, age, sex or disability, and there will be no discrimination in the course of the meal service. Lunch meals will be provided at the following sites. To find more sites in your community call 211 (toll free number).

Detroit Sites

Alberta W. King Village	Jefferson Square
Alkebulan Village	Jesus Tabernacle
ASA Higher Learning Preparatory	Jimmie Paul Hands on Boxing Gym
Belle Isle Nature Center	Leland Community Affairs/Leland Baptist Church
BGCSM Dauch Campus	Love, Hugs and Bread Community Outreach – Five Loaves and Two Fish
BGCSM Holden Club	Martin Luther King Apartments
BGCSM Lloyd H. Diehl Club	McDonald Square Apartments
Burns Seventh Day Adventist	NW Detroit Farmers Market/ Positive Images II
Calumet Townhomes	Salvation & Praise Outreach Ministries
Cher's Place	Second Grace United Methodist Church
Charles H. Wright Museum of African American History	SER Metro-Detroit
Chosen Generations Community Center	Smith Homes
City Camp	Sojourner Truth
Conant Avenue United Methodist Church	St. Charles Lwanga (St. Cecelia)
Cornerstone Estates	St. John the Great
Detroit Academy of Arts and Sciences	Summer Jam Day Camp
Detroit Edison Public School Academy	The Salvation Army Detroit Conner Creek Corps
Detroit Hispanic Development Corporation	Timbuktu Academy
Detroit Martial Arts Institute	True Love Christian Ministries
Diggs Family Homes	Trumbull Crossing
Dove Academy of Detroit	UAW Local 22
East Lake Church	Urban Link Village (Evergreen) – Rosedale
Ebenezer Church	Urban Link Village (Votrobeck) – Renaissance Village
Eastern Market Corporation	Urban Neighborhood Initiatives
Emerald Springs Townhomes	Voyageur Academy
Forest Park Apartments	Woodbridge Estates
Hope Community Church	
Hope of Detroit	
Imagination Station at Revolution Church	

Inkster Sites

Dartmouth Square Apartments	Lemoyne Gardens Community Center
Demby Terrace	Moore Circle
Dozier Recreation Center	Operation Refuge
	Parkside Estates

Other Site Locations

Oxford Square – Clinton Township	The Courtyards and the Springs - Taylor
East Detroit High School - Eastpointe	Academy of Warren - Warren
Hamtramck Housing Commission - Hamtramck	Shadylane Estates - Warren
Gateway Town Homes - Romulus	Jefferson Barns Community Vitality Center - Westland
New England Town Houses - Roseville	
Roseville Townhomes - Roseville	

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