



Media Advisory

**EMBARGOED FOR RELEASE UNTIL
10 a.m., Feb. 4, 2010**

Media Contacts:
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Local results of new landmark hunger study to be unveiled *Walmart and Community Foundation of the Ozarks responding with major gifts*

- WHAT:** Press Conference to announce dramatic local findings of a massive new report released nationwide on Tuesday, Feb. 2, 2010—[Hunger in America 2010](#); Partnership with the [Walmart Foundation](#) and the [Community Foundation of the Ozarks](#) and its affiliate community foundations to be revealed
- WHERE:** Walmart, 2021 E. Independence St., Springfield, Mo.
- WHEN:** Thursday, Feb. 4, 2010 at 10:00 a.m.

SPRINGFIELD—Embargoed for Feb. 4, 2010 Release—Ozarks Food Harvest announced today that its Network is feeding three times as many people than previously projected, according to The Food Bank's largest, most comprehensive report ever conducted on emergency food distribution in the Ozarks.

The Food Bank says an unprecedented number of individuals in southwest Missouri are seeking hunger relief assistance—approximately 155,000 access Ozarks Food Harvest's services annually. Bart Brown, president/CEO of OFH, says the organization needs more help in order to reach its goal of distributing 12 million pounds of food items annually within three years.

"Clearly, the economic recession, resulting in dramatically increasing unemployment nationwide, has driven unprecedented, sharp increases in the need for emergency food assistance and enrollment in federal nutrition programs," said Vicki Escarra, president and CEO of Feeding America, the nation's largest domestic hunger relief organization of which Ozarks Food Harvest is a member. "The 2010 Hunger Study exposes the absolutely tragic reality of just how many people in our nation don't have enough to eat. Millions of our clients are families with children finding themselves in need of food assistance for the very first time."

Proactive organizations Walmart and the Community of the Foundation of the Ozarks (CFO) are teaming up to increase hunger relief efforts, along with Ozarks Food Harvest and its members, across one-third the state of Missouri. Ozarks Food Harvest will use the funds from the Walmart Foundation State Giving Program as a challenge grant opportunity for the CFO affiliate community foundations throughout The Food Bank's 29-county service area.

"While we continue to serve increasing numbers of hungry people in our service area, the need of hungry individuals across the Ozarks far outpaces our current level of service," said Bart Brown. "We will continue to partner with supporters such as the Walmart Foundation State Giving Program and the Community Foundation of the Ozarks, along with other hunger relief organizations to bring more food and funds into our part of the heartland in order to ensure that our clients have access to adequate food and nutrition."

—More—

Transform Hunger into Hope™ at ozarksfoodharvest.org

Ozarks Food Harvest | P.O. Box 5746 | 2810 N. Cedarbrook Ave. | Springfield, MO 65801-5746 | 417-865-3411 | 417-865-0504





About Ozarks Food Harvest—The Food Bank

Ozarks Food Harvest is the only food bank in southwest Missouri, serving more than 350 hunger relief organizations across 29 Ozarks counties. The Food Bank distributed seven million pounds of food during its last fiscal year—the highest distribution in its 27-year history—made possible due to its network of charities and direct-relief programs such as the Weekend Backpack Program™, Kids Cafe® and the Mobile Food Pantry™ program. Learn more at ozarksfoodharvest.org.

About Philanthropy at Walmart

Walmart and the Walmart Foundation are proud to support the charitable causes that are important to customers and associates in their own neighborhoods. Through its philanthropic programs and partnerships, the Walmart Foundation funds initiatives focused on creating opportunities in education, workforce development, economic opportunity, environmental sustainability, and health and wellness. From February 1, 2008 through January 31, 2009, Walmart—and its domestic and international foundations—gave more than \$423 million in cash and in-kind gifts globally. To learn more, visit www.walmartfoundation.org.

About Community Foundation of the Ozarks

The Community Foundation of the Ozarks is a public foundation serving the Missouri Ozarks. CFO is dedicated to working with its donors, nonprofit partners and affiliated community foundations in meaningful and purposeful ways. The Foundation's mission is to enhance the quality of life in our region through resource development, community grantmaking, collaboration and public leadership. Founded in 1973, CFO has since grown to include 41 affiliate community foundations and more than 1,600 charitable funds totaling approximately \$140 million. During the 2009 fiscal year the Foundation gave back \$15.9 million in charitable grants and distributions, a record number, and received more than \$16 million in charitable contributions. Since its inception, CFO has made more than \$70 million in grants and distributions. Go to www.cfozarks.org for more information.

Media Resources

- The following will be available to interview immediately following Thursday's press conference:
 - Bart Brown, Ozarks Food Harvest
 - Brian Fogle, Community Foundation of the Ozarks
 - Matt Cotair, Feeding America® representative (Hunger Study)
 - Emergency Food Assistance Client(s) and/or OFH Agency Members
- A summary of the local findings and the full report are available on Ozarks Food Harvest's Web site at ozarksfoodharvest.org.
- The national data can be found at www.feedingamerica.org/hungerstudy.
- Find Ozarks Food Harvest on facebook at facebook.com/ozarksfoodharvest.
- Follow Ozarks Food Harvest on twitter at twitter.com/ozksfoodharvest.
 - Please tweet about Hunger in America 2010 using the hashtag #HungerStudy.

For further information or to arrange interviews, please contact [Lindsey Neddenriep](mailto:Lindsey.Neddenriep@ozarksfoodharvest.org) or [Kelly Richard](mailto:Kelly.Richard@ozarksfoodharvest.org) at (417) 865-3411.

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