



For Immediate Release

Foodbank of Santa Barbara County

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Santa Barbara News-Press Helps Kick Off the 7th Annual KCOY Spring Food Drive With Grocery Bags for Non-Perishable Food Donations!

Santa Barbara, CA. - The 7th Annual KCOY Spring Food Drive, benefiting the Foodbank of Santa Barbara County will be running April 27 – May 20. To help kick it off this year the Santa Barbara News-Press will be distributing 35,000 grocery bags on April 30. The bags are being sponsored by the newspaper and through a generous donation from Albertson's Save-On Pharmacy.

This incredible event spearheaded by KCOY is the largest food drive effort on the central coast. This year it is more important than ever to support the food drive and help fill the bright yellow barrels with the grocery bags full of non-perishable items.

“The bags are wonderful because they arrive straight to your door in the newspaper and have the list of the items we need the most,” said Foodbank Executive Director Erik Talkin.

Bags may be dropped off at the Foodbank located at 4554 Hollister Ave., Santa Barbara, and at all Albertson's Save-On Pharmacy stores and all participating grocery stores throughout the county. All foods donated will make a tremendous difference in the lives of the hungry throughout Santa Barbara County.

Talkin wants the community to know that the availability of donated non-perishable foods from major manufacturers has decreased over the year. “For every \$1 dollar donated the Foodbank can distribute \$7 dollars of nutritious food. All food donated for the Food Drive is distributed without charge to those in need,” said Talkin. “All donations are greatly appreciated.”

What: Grocery Bag Insert in Santa Barbara News-Press
Thursday, April 30

Where: Foodbank of Santa Barbara County
South County Warehouse
4554 Hollister Ave.
Santa Barbara, CA 93110
Phone: (805) 967-5741 ext 112

Foodbank of Santa Barbara County
North County Warehouse
490 W. Foster Rd.
Santa Maria, CA 93455
Phone: (805) 937-3422 ext 109

The Foodbank provides a vital link between the multi-faceted food industry and people in need of food. With warehouses in Santa Barbara and Santa Maria the Foodbank serves over 220 social service organizations and churches. More than 43% of those served are youths under the age of 18. In 2008, the Foodbank distributed more than 8 million pounds of food of which included nearly 2 million pounds of fresh produce to more than 125,000 people in need. For more on the Foodbank of Santa Barbara County, please visit www.foodbanksbc.org

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