



MEDIA ADVISORY

For Immediate Release

April 17, 2018

PRESS CONFERENCE [Tallahassee, Florida]

10:00 a.m. **Wednesday**, April 25, 2018

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PUTTING POLITICS ASIDE FOR THE SAKE OF HUNGRY CHILDREN

Local leaders unite to launch a broader campaign of compassion

The concerns of local political races will take a back seat when candidates, community leaders and local businesses join forces at a press conference scheduled for Wednesday, April 25, 2018 10:00am at the offices of [America's Second Harvest of the Big Bend](#) in Tallahassee to announce the kickoff of the 2018 [Tallahassee Food Challenge](#). This annual information and advertising campaign is a grass-roots effort sponsored by local businesses to increase awareness and encourage donations to Second Harvest during this most critical time of year when local food assistance charities experience high demand and low supply due to the end of the school year and the availability of food support programs.

Campaign organizers point out that this effort is funded entirely by local business sponsors in cooperation with media allies so as not to place any burden on charitable or public funds. In keeping with the campaign slogan: **"Take The Challenge, Fill A Bowl, Feed The Hungry"**, the campaign places the burden of challenging hunger and poverty in our community upon each of us by realizing the challenge is "ours", not "theirs". In the words of campaign coordinator, Brien Sörne (sir-nee): "Hunger never takes holiday. It never asks permission. It knows no party affiliation. Hunger just "is" among nearly one third of our community residents. We cannot point to a public or charitable organization as the solution. We are the solution. We cannot wait until it is convenient for us to address the problem. The time is now."

WHO: John Dailey, Leon County Commissioner District 3; Jeremy Matlow, Co-Owner Gaines Street Pies and Candidate for City Commission Seat 3; Mary Ann Lindley, Leon County Commissioner at Large; Mary Dekel, Director of Philanthropy Second Harvest; Sue Semrau, Head Coach FSU Women's Basketball; Lourdes Madsen, Owner Rapid Press Printing, Tallahassee.

WHAT: Commissioners, community leaders, and local business owners will come together to announce the kickoff of this year's annual *Tallahassee Food Challenge* Campaign to raise awareness and increase donations during this critical time of year.

WHEN: Wednesday, April 25, 2018 10:00am

WHERE: Second Harvest Corporate Offices: 4446 Entrepot Boulevard Tallahassee, Florida 32310 [map](#)

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