



PRESS RELEASE

For Immediate Release

April 25, 2018

Contact:

Alexandra Blackwell

850.385.7762

alexandra@alcommarketing.com

CHALLENGING HUNGER WITH AWARENESS AND MOTIVATION

Annual ad campaign aims at keeping the problem of food insecurity in the public eye and encouraging personal donations during critical period of food scarcity among local charities

(Tallahassee, Florida) --- Business and community leaders from across Tallahassee came together today at the offices of [America's Second Harvest of the Big Bend](#) to announce the launching of this year's "[Tallahassee Food Challenge](#)". The annual information campaign relies solely on private funding from local businesses who sponsor the entire effort and pay for the purchase of advertising aimed at educating the general public and motivating everyone to give generously to local food charities. Speakers included Leon County Commissioner for District 3 John Dailey, Jeremy Matlow, Co-owner of Gaines Street Pies in Tallahassee, FSU Women's Basketball Head Coach Sue Semrau, Lourdes Madsen, owner of Rapid Press printing company in Tallahassee, Mary Dekle, Director of Philanthropy for Second Harvest, and Brien Sörne, CEO of ALCOM Corporation and the Tallahassee Food Challenge Campaign Coordinator.

The announcement was accompanied by personal accounts from each of the speakers as to how hunger needs to be challenged at every opportunity by a united public, private and charitable front. **Jeremy Matlow** spoke on behalf of [Gaines Street Pies](#) which is serving as the presenting sponsor for 2018. Matlow referred to his own personal history in talking about the impact of hunger and poverty on families. Matlow and his siblings grew up on the south side of Tallahassee dealing with poverty and homelessness. **Commissioner Dailey** brought attention to his recently proposed initiative that would establish a "children's services council" at the county level. Earlier this year, he proposed moving forward with a referendum, arguing that such a council could address a wide array of children's issues, including health and economic disparities, childhood poverty and hunger, homelessness, juvenile crime and school readiness.

This annual information and advertising campaign is a grass-roots effort to increase awareness and encourage donations to local food charities 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.

The 2018 Tallahassee Food Challenge multi-media campaign runs now through June of this year with hopes of generating over 1 million media impressions. 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 a holiday. It never asks permission. It knows no party affiliation. Hunger just “is” among nearly one-third of our community residents. We cannot simply point to a public or charitable organization as the sole solution. Ultimately, we are the solution. We cannot wait until it is convenient for us to address the problem. The time is now.”

###