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**THE IDAHO FOODBANK CELEBRATES NATIONAL NUTRITION MONTH AND KICKS OFF ITS**

**ONE MILLION MEALS IN MARCH CAMPAIGN**

March 5, 2019 – Boise, ID – In celebration of National Nutrition Month, The Idaho Foodbank has launched a statewide effort to increase the food and funds collected in March and provide hungry Idahoans with food for more than 1,000,000 healthy and nutritious meals. Aligned with its Hunger to Health initiative, The Idaho Foodbank is dedicated to the development of innovative and sustainable programs to make healthy eating accessible and affordable to all Idahoans.

“People may think of food banks as only distributing shelf-stable or canned food, but over 75 percent of the food we distribute is fresh and frozen, and most importantly, 84% is nutritious,” said Karen Vauk, President and CEO of The Idaho Foodbank. “We are working with thought leaders from non-profits, education, health care, commerce and government to inspire a healthier population with information and access to healthy and nutritious foods,” she added.

Presenting sponsor Southern Idaho Honda Dealers and many other community partners are participating in corporate challenges, designing art structures made with cans (CANstruction), and coordinating food and fund drives in support of this campaign.

Southern Idaho Honda Dealers are helping The Idaho Foodbank reach its 1,000,000 meal goal by offering a $20,000 donation match. Every dollar donated to The Idaho Foodbank can provide food for five meals, this donation match stands to provide 200,000 meals to Idahoans in need.

“As a company with its roots in Idaho, we see the struggles of our friends and neighbors who are hungry,” said Dick Scott, owner of Tom Scott Honda for the Southern Idaho Honda Dealers. “Giving back has always been a part of our mission and it’s an honor to work with the Foodbank in this campaign, helping the work to feed Idahoans.”

The community can support Million Meals in March efforts by shopping at partner retailers, donating food at local businesses and making a donation to the Million Meals in March campaign. The website [www.millionmealsidaho.org](http://www.millionmealsidaho.org) is accepting monetary donations, listing campaign promotions and events, and highlighting contributing sponsors statewide.

Event highlights include:

* Boise Little Theater is hosting “Will Act 4 Food” on March 23, 7:30p.m. - 10:00p.m.
* Media sponsor, Eastern Idaho Radio, is hosting a special phone-a-thon on March 29. Listeners in Pocatello and Idaho Falls are encouraged to call in and donate to the campaign while qualifying for exciting prizes.
* Pebble Creek Ski Area in Inkom, Idaho is offering $30 dollar All Mountain lift tickets to guests who bring in three canned food items or a make a monetary donation on all Tuesdays in March.

Visit [www.millionmealsidaho.org](http://www.millionmealsidaho.org) to see the full list of events.

**The Idaho Foodbank** is an independent, donor-supported, nonprofit organization founded in 1984, and is the largest distributor of free food assistance in Idaho. From warehouses in Boise, Lewiston and Pocatello, the Foodbank has distributed more than 170 million pounds of food in its 36-year history. In the last fiscal year, the Foodbank distributed enough food to provide more than 15.5 million meals to Idaho families. The Foodbank distributes food through a network of more than 400 community-based partners. These include schools, pantries, senior centers, feeding sites, and shelters. The Foodbank also operates direct-service programs that promote healthy families and communities through good nutrition. Visit idahofoodbank.org for more information.

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