

MEDIA ALERT

FOR IMMEDIATE RELEASE

GIRL SCOUTS, RALPHS/FOOD 4 LESS, LA REGIONAL FOOD BANK RE-TEAM FOR ONE-DAY FOOD DRIVE

Press conference on Friday, April 11 kicks off county-wide service project on Saturday, April 12

WHAT: A 2013 nationwide food insecurity study found that Los Angeles County has the most hungry families in the nation with 643,640 children struggling to eat daily. Local Girl Scouts aim to do something about this.

In keeping with its goal of encouraging girls to take charge to change their communities for the better, Girl Scouts of Greater Los Angeles (GSGLA) is again teaming up with Ralphs/Food 4 Less and the Los Angeles Regional Food Bank for Feed Your Neighbor Food Drive & Service Day on Saturday, April 12. **GSGLA and its event collaborators will also host a press conference the day before, on Friday, April 11, in order to publicize the opportunity for the community to donate food items during this day of service.**

On Saturday, thousands of Girl Scouts in the greater Los Angeles area will set up booths at participating Ralphs/Food 4 Less locations to collect food and other items for needy families. Collected items will be delivered to regional agency partners of the LA Food Bank. Simultaneously, hundreds of Girl Scouts will volunteer their time at the LA Food Bank and local pantries. Visit www.girlscoutsla.org for the list of needed items as well as drop-off sites at participating Ralphs/Food 4 Less locations.

Press Conference Details:

WHEN: Friday, April 11, 2014 at 12 p.m.

WHERE: Ralphs Store #39, 260 S. La Brea Ave., Los Angeles 90036

WHO: Girl members of Girl Scouts; Girl Scouts of Greater Los Angeles representatives; Tania Maya, Ralphs Community Relations; and Susan Acker, LA Regional Food Bank Communications

FACTS:

- Feed Your Neighbor is a day-long annual event that reflects a cornerstone of Girl Scouts: community service.
- Girl Scouts, grades K through 12, will discover why in 2012, 17.6 million households (approximately one in seven) were food insecure—the highest number ever recorded in the United States.
- Girl Scouts have collected more than 50,000 lbs of food at this annual event for the past three years. Just last year (2013), Girl Scouts collected enough food to provide 89,600 meals.

PHOTO/B-ROLL OPPORTUNITIES:

- Enthusiastic Girls Scouts; Girl Scout volunteers and Girl Scout representatives available for interviews (Friday, April 11)
- Shoppers donating goods (Saturday, April 12)

About Girl Scouts of Greater Los Angeles

Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino and Ventura counties. The council's programs engage girls in the areas of Leadership, Arts & Culture, Business Smarts, Environment & Outdoor Adventure, STEM (Science, Technology, Engineering, Math) and Wellness & Healthy Living. To join, volunteer, reconnect or support, visit www.girlscoutsLA.org or call 1-888-GSGLA-4-U.