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## **FOR IMMEDIATE RELEASE:**

### **Specialty Food Foundation Plans Event to Help Fight Hunger**

NEW YORK (Sept. 15, 2015) -- The Specialty Food Foundation is supporting Feeding America's Hunger Action Month with its third Embrace Hunger Relief event, Sept. 21 – 27.

During the week, members of the Specialty Food Association and their food industry colleagues will volunteer at local food banks and anti-hunger programs and give back through food recovery projects and product donations.

The Foundation, established in 2014 by the Specialty Food Association, presents Embrace Hunger Relief activities to build community around its mission to help reduce hunger and increase food recovery. This event and other Foundation activities were honored in July with a Power of A Gold Award from the American Society of Association Executives.

For this month's event, the Foundation is encouraging specialty food companies to arrange staff events and to share the details on social media with the hashtag #EHR15.

Activities for the first two events have included re-packs of bulk produce donations and assembling grocery boxes to deploy to a network of local food pantries and high-need schools. They've taken place at more than a dozen organizations, including City Harvest in New York, the Greater Chicago Food Depository and Northwest Harvest in Seattle.

"Giving back through anti-hunger and food recovery strikes a chord with specialty food entrepreneurs," says Ron Tanner, vice president of philanthropy, government and industry relations for the Specialty Food Association. "The community is all about sharing great food and giving back as so many Americans struggle with food security every day."

For a list of suggested activities for Embrace Hunger Relief Week, and how to find local anti-hunger organizations to work with, [click here](#).

#### **About the Specialty Food Foundation**

The Specialty Food Foundation works to reduce hunger and increase food recovery efforts through grant making, education and industry events. The foundation is an outgrowth of the social entrepreneurship and extensive efforts in the areas of anti-hunger put forth by many members of the Specialty Food Association. Learn more at [specialtyfoodfoundation.org](http://specialtyfoodfoundation.org).

### **About the Specialty Food Association**

The Specialty Food Association is a thriving community of food artisans, importers and entrepreneurs who bring craft, care and joy to the distinctive foods they produce. Established in 1952 in New York, the not-for-profit trade association provides its 3,000 members in the U.S. and abroad the tools, knowledge and connections to champion and nurture their companies in an always-evolving marketplace.

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