



Press Alert

For Immediate Use
May 11, 2009

Attn: Main News / Feature

PRESS CONTACT: Evan Lamont – (562) 537-6936

**Long Beach Unity Festival's Food Drive to Benefit
Long Beach Salvation Army Food Pantry; Donations Needed**

The Long Beach Unity Festival, taking place on Saturday, May 30th is hosting a 5K run/walk and outdoor festival. The Long Beach Unity Festival is the culmination of a yearlong series of events designed to encourage people of all ages and ethnic backgrounds to participate and unify the community in Greater Long Beach. Along with the race and festival, there will also be drawing to enter to win great prizes, and each contestant will receive one raffle ticket per food item donated, with all food donations going to The Salvation Army Food Pantry.

Over the last few months, The Salvation Army has continued to assist record numbers of individuals and families as many of them struggle to cope with the loss of employment, a foreclosed home, or other challenging personal situations.

During the first quarter of 2008, The Salvation Army food pantry served 916 individuals. While during the first quarter of 2009 the number of individuals seeking food assistance more than doubled to 2,140 individuals. And while 169 families sought support in the first quarter of 2008, 389 families came to the Salvation Army for help during the first quarter of 2009. As more and more of these families are turning to The Salvation Army for assistance the supplies continue to dwindle and the food pantry is in danger of closing to these families.

Due to the record number of individuals coming through the doors, The Salvation Army is running exceedingly low on food supplies for their food pantry; a service that provides individuals and families with canned foods and other perishables to help propel them through hard times. The food pantry supplies three bags of groceries to each needy family. The groceries mostly include staple and canned goods, but they will also include fresh produce, eggs, and milk when available. Currently the food pantry is open Monday, Wednesday, Thursday, & Friday from 8:30 a.m. - 11:30 a.m.

The Long Beach Community has been superb in the past, rallying with local food drives and donations continue to come in, but more help is needed. So help out and do your part in helping to support those who are less fortunate by making a food donation during the Long Beach Unity Festival or by starting a canned food drive or donating canned food.

For more information on how to donate to the Salvation Army food pantry contact The Salvation Army – Long Beach office at (562) 426-7637.

PRESS CONTACT – For more information about arranging a story to help The Salvation Army please contact Evan Lamont at (562) 537-6936 or Evan@lamontgroup.biz.

Individuals Available for Interview: Gail Crandall – Salvation Army Office – 562-426-7637

Jorge Rivera – Long Beach Unity Festival – 310-766-3246