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Food Bank of Iowa launches new text message campaign

DES MOINES, Iowa – November 7, 2011 – Beginning today, the Food Bank of Iowa, in conjunction with Star 102.5's Combat Hunger food drive, will offer a new opportunity to show support with a new **text message campaign**. The campaign comes at a critical time when more Iowans are seeking food assistance.

The campaign allows individuals to make a minimum donation of \$10 by texting the word **ACTNOW** to phone number **41010**. Donors will receive a confirmation via text message after their donation is received and accepted, with a one-time charge appearing on their next monthly billing statement. All donations are tax deductible.

"We are pleased to launch this campaign and offer another opportunity to support the Food Bank of Iowa," says Carey Miller, executive director of the Food Bank of Iowa. "For every \$1 donated, we can provide five meals."

Today, 1 in 8 Iowans, or more than 382,000 individuals, are food insecure, meaning they lack the resources to maintain a healthy and active lifestyle. The situation is even worse for children – 1 in 5 do not have enough to eat. In FYE 6/30/11, the Food Bank of Iowa distributed 8,731,975 pounds of food, an increase of 10% over the previous year, from their distribution facility in Des Moines and their redistribution organization, the Food Bank of Southern Iowa.

Star 102.5's Combat Hunger food drive will be Thursday and Friday, November 17 and 18 at 12th and Locust Street in downtown Des Moines. Donations can be dropped off downtown during these two days, or at any Dahl's Food locations now through Saturday, November 19. To learn more or get involved, visit www.combathunger.com.

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About the Food Bank of Iowa

The Food Bank of Iowa is a private, not-for-profit organization committed to its mission of alleviating hunger through food distribution, partnership and education. The Food Bank of Iowa solicits, receives, inventories and distributes donated food and grocery products to 425 partner agencies in 55 counties who directly serve needy individuals within their communities. Forty-two of these counties are served from their facility in Des Moines with the remaining 13 counties being served by their redistribution organization, the Food Bank of Southern Iowa. To learn more, visit www.foodbankiowa.org.

About STAR 102.5's Combat Hunger

STAR 102.5's Combat Hunger, now in its twenty-first year, is the largest two-day food drive in the Midwest. All food and proceeds raised through the event benefit the Food Bank of Iowa. Additional sponsors for Combat Hunger are *The Des Moines Register*, Mercy Medical Center, Iowa Motor Truck Association and Dahl's Foods. For more information, visit www.combathunger.com.