

World Food Day - join FoodBank in caring

FoodBank is planning an extensive media and publicity campaign, as well as launching its donations platform internationally to highlight World Food Day, an UN-sponsored event to highlight the issues of food security and global hunger that culminates on Friday, 16 October 2009.



This year's theme, 'achieving food security in times of crisis', looks at the effects of the recent financial crisis on hunger across the planet. More than 1 billion people on our planet face hunger-related issues daily and it is important to take action to ensure food security among our most vulnerable global citizens. In South Africa, hunger affects 14 million people daily, and this figure is unfortunately growing.

FoodBank has a week-long plan which all South Africans can become involved.

Care 2 Carry Bags:

A special limited edition of colourful, re-useable shopping bags with 10 different designs, drawn by children from our beneficiary organisations, is available at Fruit & Veg City stores around the country. For every bag bought, R2 will go to FoodBank South Africa.

The Lunch Gang:

Four colleagues from FoodBank South Africa have got together to create a social media campaign to focus on World Food Day, and its particular relevance to South Africa. They will be giving what they spend on lunch in a week to FoodBank South Africa, and challenging South Africans to do the same.

Each day they will discuss and blog during their lunch hour about a topic related to World Food Day, as we run a daily competition to guess what they are having for lunch. To join in on the conversation, visit www.lunchgang.org or follow the Lunch Gang on Facebook, Twitter, LetterDash and MXit.

e.tv Breakfast Interview:

FoodBank SA will be a guest on the e.tv Breakfast Show on 16 October to give viewers a chance to get a closer view of what FoodBank is currently doing in South Africa, and what its plans are over the next few years.

Ending hunger in South Africa is the single most important investment in securing our country's future. Log on to donate.foodbank.org.za for more details.