



HUNGER FREE

SUMMER LAUNCH BRINGS

KIDS & SUPPORTERS TOGETHER

Citizens Bank Joined by Corporate and Community Partners to Double Campaign's Impact

(June 8, 2015 – Detroit, MI) ... On **Wednesday, June 10, 2015 beginning at 5:00pm**, Gleaners Community Food Bank of Southeastern Michigan (Gleaners) and Citizens Bank launch the **2015 Hunger Free Summer (HFS)** campaign, **announcing 23 new site partners and the new monthly distribution of fresh produce to 19 school sites.** Through September 6th, Citizens Bank and other generous donors, including Ford Motor Company, are matching donations dollar-for-dollar during the campaign. Every dollar donated (normally providing three meals) will be matched to provide SIX nutritious meals for hungry children in southeast Michigan.

The launch is being held at **Northwestern High School (2200 W. Grand Blvd. Detroit, MI 48208)** where 30 Detroit PAL kids – one of the HFS campaign's new partners – will gear up for a rousing ball game and post-game celebration with HFS supporters, family and friends.

The newest program added to this year's Hunger Free Summer Campaign, Michigan Food Bank Access to Nutrition (MIFBAN), **will provide fresh produce for nearly 3,000 families – 30 lbs. per family – through 19 school sites.** MIFBAN supports the nutritional health of low-income residents with an emphasis on children and seniors. In addition to the school sites, Gleaners' MIFBAN program will also reach seniors at 7 sites each month. Gleaners will also announce new, additional summer feeding sites, including Saturday meals for over 1,000 Detroit PAL children.

“During the summer months, children who typically participate in free or subsidized school breakfast and lunch programs no longer have this nutritional safety net to rely upon,” said Rick Hampson, President, Citizens Bank, Michigan. “Through the Hunger Free Summer campaign, we are able to raise awareness and provide critical funding during the summer to Gleaners Community Food Bank to meet this increased need for food.”

More than half of Michigan children rely on free and reduced-fee meals during the school year. When school is out, families struggle to make up these meals and many children go without the nourishment they need to enjoy a happy and healthy summer.

During the 12-week Hunger Free Summer campaign, Gleaners will provide 2 million meals through their Summer Meal Program, School-based Mobile Pantries and new MIFBAN program, as well as their extensive network of 510 partner agencies throughout southeast Michigan. I'm so grateful to Citizens Bank and all of our match donors for stepping up once again to feed hungry kids this summer,” said Gerry Brisson, president of Gleaners. “It's so important for growing kids to get regular, reliable, nutritious food, yet so many families still struggle to make ends meet. Hunger Free Summer brings relief and stability to those families, so kids can live, play and be well during summer break.”

Hunger Free Summer Launch Line-Up:

- 5:00PM** – Adult HFS supporters will kick things off with a few innings of friendly competition.
- 5:20PM** – A few words from Gleaners, Citizens Bank and Detroit PAL representatives
- 5:27PM** – An inspiring rendition of the national anthem sung by 13-year-old [Caleb Carrol](#)
- 5:31PM** – 30 Detroit PAL kids (Southwest Jets vs. Southwest Tigers) will Play Ball!
- 6:30PM** – Players, their families and HFS supporters will feast on all-American staples including:
hot dogs from **American Coney Island**, popcorn balls from **Detroit Popcorn Company**
and a GIANT apple pie (feeds 100) from the **Grand Traverse Pie Company**.

Hunger Free Summer – Matched donations can be made:

- Online: www.HungerFreeSummer.org
- Telephone: 855-315-FOOD (3663)
- Text: “HFS” to 85944 (A \$10 donation will be added to the donor's cell phone bill. Message & data rates may apply.)
- Checks by mail: Gleaners, 2131 Beaufait, Detroit, MI 48207 (Please note “Hunger Free Summer” on memo line.)

Information and updates can be found on: [Facebook.com/HungerFreeSummer](https://www.facebook.com/HungerFreeSummer) and Twitter @gleaners, use #HungerFreeSummer

**Media Only: For more information or to schedule an interview, please contact:
Marcy Hayes/C&B Scene (Gleaners): 248.336.8360 scene@candbscene.com**