



## **NEWS RELEASE**

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## **FUELING YOUNG MINDS SUMMER MEALS COLLABORATION FEEDS CHILDREN IN NEED THROUGHOUT THE SUMMER**

Milwaukee, WI (June 15, 2009)—Generously funded for the sixth straight year by a \$125,000 grant from the Harley-Davidson Foundation, the Fueling Young Minds summer meals program provides nutritious breakfasts, lunches, snacks, and whenever possible, supper to kids in Milwaukee's poorest neighborhoods. This program is a collaboration among Hunger Task Force, Milwaukee Public Schools (MPS) and other local social-service agencies. All children ages 18 and under can receive free meals at area summer food sites, there is no paperwork or proof of eligibility required.

Fueling Young Minds served 1,022,973 meals to children from June-August 2008, a 44-percent increase over 2007. Sherrie Tussler, Hunger Task Force Executive Director explained, "With so many children in need of free meals it is more important than ever for us to work with our community partners to provide free summer meals. We applaud MPS, West Allis, Cudahy and South Milwaukee schools for serving as lighted school houses in this summer of need. With more than a million meals served in Milwaukee last summer alone, we anticipate that the summer of 2009 will be especially tough for poor families. Everyone should be assured that free summer meals will be available in all neighborhoods of need, thanks to the generosity of our partners, including the Harley-Davidson Foundation."

Organizers kicked off the 2009 program with volunteers placing Harley-Davidson orange yard signs throughout Milwaukee, marking locations so children and families can easily find meal sites. Ollice Holden, USDA Regional Administrator of the Midwest Region presented the Harley-Davidson Foundation with a certificate of appreciation at the event.

This summer, 90 Milwaukee Public Schools will be open to provide meals. Other meal providers—including the YMCA, Boys and Girls Club and Salvation Army—will open meal sites at recreation centers and playgrounds to ensure service in the areas of highest need.

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The Fueling Young Minds summer meal program begins June 15 and runs through the end of August. All children ages 18 and under can receive free meals at area summer food sites—there's no paperwork or proof of eligibility required. Parents and students are encouraged to dial 211 to find the meal location nearest them. Cell phone users should dial (866) 211-3380.

### **Unique, Award-Winning Partnership**

Although many cities have summer meals programs for kids, Fueling Young Minds is one of the only programs in the United States that receives funding from private donors such as Harley-Davidson. The United States Department of Agriculture, which awarded Fueling Young Minds the prestigious Summer Sunshine Award in 2005, has studied Fueling Young Minds as a model for merging public and private leadership to serve meals to children from low-income families during the summer months.

The Summer Food Service Program provides federal reimbursement for meals provided to children while school is not in session. However, federal funding supports only meal preparation and food. The Harley-Davidson Foundation's gift of \$125,000 provides much-needed funds for program staffing, child supervision and public awareness and outreach.

**Hunger Task Force** is an anti-hunger organization which believes that every person has a right to adequate food obtained with dignity. Hunger Task Force works to prevent hunger and malnutrition by providing food to people in need today and by promoting social policies to achieve food security tomorrow.