



Sept. 27, 2018
MEDIA ALERT

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Food For Families Kicks Off Monday!

When: **Monday, Oct. 1**
10 a.m.

Where: **Hunger Task Force**
201 S. Hawley Court, Milwaukee

What: Hunger Task Force's annual holiday food drive campaign, *Food For Families*, will kick off Monday! Generously sponsored by Johnson Controls since 2006, the campaign aims to generate food and funds to sustain hungry Milwaukee families this holiday season.

After a brief review of the campaign's storied history and Johnson Controls' dedicated involvement, a representative from Milwaukee Mayor Tom Barrett's office will present the "Food For Families Day" proclamation to celebrate the start of the food drive. The kick-off will end with Hunger Task Force staff packing and loading boxes of healthy food items.

This year, Hunger Task Force is requesting donations of **three very specific foods**:

- **Low Sodium Green Beans**
- **Low Sugar Breakfast Cereal**
- **Canned Tuna or Chicken**

Food For Families runs Oct. 1 through Dec. 31 and boasts several opportunities for individuals, school groups, congregations, families or corporations to get involved and give back. The following three crucial actions will make the biggest impact this year:

- Make cash donations to support the purchase and provision of food
- Donate the '3 Key Items' in the blue bins at most local grocery stores
- Host a food drive to collect the '3 Key Items' in an office, church or home

Food drive tools, donation resources and more available at HungerTaskForce.org.

Visuals: Representatives from Johnson Controls and Hunger Task Force addressing the crowd
Intentional Display of "3 Key Items" needed for donations this holiday season
Hunger Task Force warehouse staff loading boxes into truck for store delivery

Interviews: Sherrie Tussler, Executive Director – Hunger Task Force
Grady Crosby, VP of Public Affairs & Chief Diversity Officer – Johnson Controls

Hunger Task Force is Milwaukee's Free & Local food bank and Wisconsin's anti-hunger leader. The organization provides healthy and nutritious food to hungry children, families and seniors in the community absolutely free of charge. Hunger Task Force was founded in 1974 by a local advocacy group who then formed Milwaukee's first food bank. Today, Hunger Task Force is 100% supported by the community and provides a safety net of emergency food with dignity to a network of 70 food pantries, soup kitchens and homeless shelters. Through legislative analysis, education and community organizing, Hunger Task Force continues to advocate for anti-hunger policy at the local, state and federal level. For more information, visit HungerTaskForce.org.