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Media Release

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Foodbank Launches "Hunger Heroes" Competition to Fight Food Insecurity

NORFOLK, VA | June 20, 2023 – The Foodbank of Southeastern Virginia and the Eastern Shore is thrilled to announce the launch of the annual Hunger Heroes competition. This exciting initiative aims to bring together teams of passionate individuals to collect food, fundraise, and volunteer their time, all to make a significant impact on hunger in our region.

The Hunger Heroes competition, now in its sixth year, has become a highly anticipated event that unites our community in a spirit of compassion and goodwill. This year, we are inviting any group of people – local businesses, community organizations, sports teams, families, etc. – to join forces and demonstrate their commitment to fighting food insecurity through a friendly yet impactful competition.

"The Hunger Heroes competition embodies the collective power of our community to make a lasting impact on food insecurity," said Foodbank President and CEO Chris Tan. "By joining forces, we can ensure that everyone has access to nutritious meals and a brighter future."

Teams can register for the competition in four categories based on the number of participants per team. The Foodbank will select the top three organizations per category and present additional awards for Best Overall and Volunteer Service.

We encourage the public to support Hunger Heroes by participating in a social media challenge on the first day of the competition: post an image of how you would fight hunger and tag or share it with us at @FoodbankSEVA.



Seven year-old Haven drew a picture of herself donating healthy food to the Foodbank to help fight hunger in our community.

The Hunger Heroes competition will commence on July 10 and conclude on July 24. Throughout the competition, teams will be provided with resources, guidance, and support from the Foodbank to maximize their impact and create a ripple effect of positive change. To learn more and register your team, please visit us online at official website at <https://foodbankonline.org/hungerheroes/>.

About the Foodbank

For more than 40 years, the Foodbank of Southeastern Virginia and the Eastern Shore has provided more than 380 million meals to those in our community who face hunger. Through our programs, facilities, and large network of community partners, we work to eliminate hunger daily. Our understanding of the need for a long-term solution has led to the creation of a refreshed strategic plan aimed at moving Hampton Roads closer to achieving the mission of eliminating hunger for those we serve—not only for the day, or for the week, but for a lifetime. For up-to-date information, visit foodbankonline.org or follow us on social media.