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FOR IMMEDIATE RELEASE

Foodbank Announces Annual Hops for Hunger Campaign During Hunger Action Month

NORFOLK, VA | August 14, 2023 – The Foodbank of Southeastern Virginia and the Eastern Shore is proud to announce the 2nd annual Hops for Hunger campaign in honor of Hunger Action Month, which takes place every September. This initiative aims to raise awareness about the pressing issue of hunger in our community and to foster collaboration among local businesses and individuals to make a meaningful impact.

During the entire month of September, Hops for Hunger will partner with fourteen community-focused breweries where \$1 from each featured beer sold will be donated to the Foodbank. These funds will play a crucial role in supporting the Foodbank's efforts to alleviate hunger and aid those in need throughout the region.

“Through the Hops for Hunger campaign, we are not only raising funds but also raising awareness and inspiring action,” said Christopher Tan, President and CEO of the Foodbank of Southeastern Virginia and the Eastern Shore. “We believe that by partnering with local breweries and engaging our community, we can provide a simple, easy, and unique way to help us make a positive change in the lives of our neighbors. So, if inclined, I hope those who want to enjoy a refreshing beverage at your local participating brewery will consider having a beer for the Foodbank and help us end hunger while drinking responsibly.”

Participating breweries include:

- Back Bay's Beach House Brewing Co.
- Back Bay's Farmhouse Brewing Co.
- Big Ugly Brewing
- Cape Charles Brewing Company
- Commonwealth Brewing Co
- Momac Brewing Company
- Nansemond Brewing Station
- Post Secondary Brewing
- Reaver Beach Brewing Co.
- Studly Brewing Company
- The Garage Brewery
- Thin Brew Line Brewing Company
- Wharf Hill Brewing Company
- Young Veterans Brewing Company

The Foodbank invites everyone to take action by visiting the participating breweries, enjoying the featured beers, and contributing in person or online at foodbankonline.org/hops-for-hunger.

For more information about the campaign or to get involved, contact Graceanne Gershner, Donor Relations Coordinator, at ggershner@foodbankonline.org or (757) 644-5993.

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.