The Foodbank Announces the 7th Annual Hunger Heroes Competition with New Miles for Meals Event

Norfolk, VA | June 5, 2024 – The Foodbank of Southeastern Virginia and the Eastern Shore is gearing up for the 7th Annual Hunger Heroes campaign, a fan-favorite food and fundraising competition that challenges our neighbors to join us in this noble mission to be the heroes our community needs! This year's competition promises to be more impactful and engaging than ever, with the introduction of a new kick-off event: Miles for Meals.

The competition is structured to accommodate teams of various sizes, categorized into Small (1-9 members), Medium (10-99 members), Large (100-999 members), and Enterprise (1,000+ members). Awards will be given for the Best Overall performance, with the most meals per capita, as well as for 1st, 2nd, and 3rd place in each category. Additionally, there are awards for Best Costume, both single and group, particularly highlighted in the Miles for Meals event.

Teams can earn points through a variety of activities: fundraising, hosting a food drive, and volunteering. Additional points are awarded for participating in the Miles for Meals event, referring other teams, early registration, and more.

The highlight of this year’s Hunger Heroes is undoubtedly the new Miles for Meals event, generously hosted by Norfolk Academy. Set to be an evening of purposeful strides and compassionate giving, Miles for Meals invites participants to don their most heroic attire and take to the track. Each step taken, whether walking, jogging, or running, will contribute to the fight against hunger. The funds raised during this event will be converted into competition points for the participants’ organizations, making every stride count.

For those looking to make an even larger impact, the Justice League sponsorship offers a unique opportunity. By pledging to raise at least $3,000, teams will not only contribute significantly to the cause but also receive special recognition. Sponsors will be acknowledged in local media advertisements, on the Hunger Heroes webpage, through dedicated social media content, and during the Miles for Meals event, along with earning bonus points. Thank you to our current Justice League members: Norfolk Academy, Marathon Consulting, and IES Commercial!

Hunger Heroes is not just a competition; it's a call to action, a rallying cry for businesses, organizations, and individuals to come together and make a difference. Participants can register online at foodbankonline.org/hungerheroes or reach out to Maddie Cottrell, the Community Engagement Manager, at mcottrell@foodbankonline.org or (757) 644-4432, to join this mission.

About the Foodbank
Since 1981, the Foodbank of Southeastern Virginia and the Eastern Shore has proudly provided more than 380 million meals to our neighbors in need. We play a vital role in the fight against hunger by collecting, storing, and distributing food to our neighbors, while also working to address the root causes of hunger
and food insecurity. This past year, we – alongside our neighbors – endured the impact of rising inflation, expiration of critical pandemic-era programs, and increased fuel and shipping costs. These hardships intensified the demand for our services and for the first time, we distributed more than 21 million pounds of food. With the support of our dedicated volunteers, generous donors, and compassionate community members, we strive to exceed this ever-growing baseline goal each year, ensuring that no one in our community goes to bed hungry. For up-to-date information, visit foodbankonline.org or follow us on social media (@foodbankseva).