



**FOR INFORMATION CONTACT:**

Chaundra Lockett, PR Manager  
Atlanta Community Food Bank  
678.553.6011  
chaundra.lockett@acfb.org

**ATLANTA COMMUNITY FOOD BANK UNVEILS NEW LOOK, BOLD GOAL**

*By 2025, 130 million more nutritious meals per year will reach those facing hunger*

**ATLANTA** (August 31, 2016) – On Sept. 1, 2016, at the start of national Hunger Action Month, the Atlanta Community Food Bank is launching a new brand image to match a bold goal to feed more hungry people across metro Atlanta and north Georgia.

“We are embarking on a plan to dramatically increase the amount of fresh, nutritious food that we distribute to hungry families, kids and seniors who are struggling to put food on the table,” said Kyle Waide, President and CEO of Atlanta Community Food Bank. “Our new look is intended to send a message to the community that hunger remains a critical and solvable issue – one that we can tackle together.”

The new logo and tagline are designed to hold up two things we value most: our community and nutritious food, Waide said. The new logo features a hand holding a peach, which signifies both giving and receiving fresh food. The bold orange color scheme echoes the national color of hunger awareness and conveys a sense of urgency around the issue. The new tagline “End Hunger. Grow Stronger “ sends a clear message that by ending hunger not only do individuals grow stronger, so does our community, he said.

September is Hunger Action Month and the community is encouraged to “Go Orange” to support fighting hunger. The Food Bank is hosting a variety of ways to get engaged, including a special Hunger Action Day lunchtime event Sept. 8 at Atlantic Station, featuring local chef and restaurateur Shaun Doty and Meehan’s Public House, which will be creating special orange color-inspired tastings. The event is sponsored by Publix. Event goers will have an opportunity to learn more about the issue of hunger and support the cause. Visit [www.acfb.org](http://www.acfb.org) for ways to volunteer, engage and get involved and follow #hungeractionmonth across social media channels.

More than 900,000 people across the Food Bank’s 29-county service area face hunger. Some 80,000 visit the Food Bank’s more than 600 partner food programs each week to access the food they need to survive. In Georgia, 1 in 4 kids face hunger. Last year, the Food Bank distributed nearly 70 million pounds of food into the community – enough for 57 million meals.

As part of a new ten-year strategic plan, the Food Bank will dramatically increase the total number of nutritious meals it distributes to the community, growing to 130 million meals per year by 2025, an increase of 130%. That includes 50 million pounds of fresh produce a year. The plan also calls for the Food Bank to significantly increase the impact of programs and policies that help stabilize the lives of those facing hunger.

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## **About the Atlanta Community Food Bank**

The Atlanta Community Food Bank works to end hunger across metro Atlanta and north Georgia with the food, people, and big ideas needed to make sure all members of our community have access to enough nourishment to live a healthy and productive life.

We all need nutritious food to live the lives we imagine. Yet far too many people in our own community experience hunger every day, including children, seniors, and working families.

Through more than 600 nonprofit partners, we help more than 755,000 people get healthy food every year. Our goal is that, by 2025, all hungry people in our service area will have access to the nutritious meals they need when they need them. It takes the power of our whole community to make that possible. Join us at [ACFB.org](http://ACFB.org).