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Newly Formed Indian American Council for Atlanta Community Food Bank Targets Hunger Crisis in Metro Atlanta and Beyond

ATLANTA, GA (October 14, 2019) — On October 2, 2019 – the 150th birth anniversary of Mahatma Gandhi – the Indian American Council (IAC) for the Atlanta Community Food Bank was launched to a packed room of community members including city and state government officials.

With the rallying cry of “Hunger Mitao!”, which means Wipe Out Hunger, the council aims to raise hunger awareness, improve engagement, and channel resources and contributions of the region’s Indian American community in support of the Atlanta Community Food Bank’s mission.

An exciting legacy-building opportunity was also announced at the launch: individuals and businesses who commit to funding the IAC’s first 1 million meals for the Atlanta Community Food Bank will be inducted into the Food Bank’s IAC Founders Circle. Many participants have already stepped up and committed to the “Hunger Mitao” movement!

In addition, the Food Bank is hosting a holiday volunteer opportunity especially for Atlanta’s Indian American community on Saturday, December 7th, from 1:00-4:00pm at the Atlanta Community Food Bank. Space is limited to 50 people.

Philanthropists and Co-founders of the Indian American Council, Raj and Aradhana (Anna) Asava originally launched the IAC in Dallas for the North Texas Food Bank in September 2017. “The IAC is a volunteer movement which enables us to increase our impact exponentially through collective philanthropy,” said Aradhana. “In the spirit of ‘give where you live,’ the Indian American community – led by IAC – has enabled 7 million meals through food banks across the country in just two years,” said Raj. “We are confident that the Atlanta Community Food Bank will soon see the impact of an engaged Indian American community”.

“We cannot thank the Asavas, Food Bank board member Raghu Kakarala, and all who attended the kick-off event enough for their amazing show of support right out of the gate,” says Kyle Waide, President and CEO of the Atlanta Community Food Bank. “The Indian American community in Atlanta has always shown support for the Atlanta Community Food Bank but to have this dedicated group form an official council solidifies their commitment to helping their
neighbors in need. We look forward to this meaningful new partnership,” said Kyle Waide, President and CEO of the Atlanta Community Food Bank.

For more information about the Atlanta Community Food Bank’s Indian American Council, visit www.acfb.org/iac or contact Greg Sims, Director of Individual Giving, at IAC@acfb.org.

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**About the Atlanta Community Food Bank**
The Atlanta Community Food Bank works to end hunger with the food, people and big ideas needed to ensure our neighbors have the nourishment to lead healthy and productive lives. 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 all hungry people across metro Atlanta and North Georgia 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.

**About the Indian American Council**
The Indian American Council for the North Texas Food Bank (NTFB-IAC) was formed to raise awareness, improve engagement, as well as channel resources and contributions of the Indian American community towards NTFB’s mission of a hunger-free community. In two years since its formation, the purely volunteer run Indian American Council has enabled 7 million meals for those served by North Texas Food Bank, Houston Food Bank, Food Bank for New York City and Atlanta Community Food Bank.

For more information about the Atlanta Community Food Bank’s Indian American Council, visit https://acfb.org/IAC