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## **Hudson Valley Food Frenzy Food Drive Supports Regional Food Bank *Pattern for Progress Fellows Project Encourages Competition for a Cause***

Hunger is a reality in America. One in eight Americans faces hunger each day, according to the U.S. Department of Agriculture. In the Hudson Valley – a region rich in farm land and opportunity – we are not immune to the struggles families face to put food on the table. According to the Food Bank of the Hudson Valley, which serves a six county region, every community throughout their service area faces issues of food insecurity and, unfortunately, demand on services continues to grow at a rapid pace.

Using their class project to make a difference, participants in the 2009 Pattern for Progress Fellows program have developed an innovative way to fight hunger throughout our region. The Hudson Valley Food Frenzy will encourage collaboration through competition to help stock the Food Bank's warehouse. The Hudson Valley Food Bank serves Orange, Ulster, Dutchess, Rockland, Sullivan, and Putnam counties.

The program, which will kick-off in September in recognition of National Hunger Awareness Month, capitalizes on Pattern's commitment to regionalism and the benefits of collaboration to create a regional response to hunger in the Hudson Valley. The Food Frenzy will encourage friendly competition between businesses and organizations of similar size and/or mission to collect donations of food and money during a 10-day period in September. Prizes will be awarded to the organizations that collect the most donations.

"As Pattern Fellows, we hope that organizations will get on board to support the Food Frenzy," said Howard Protter, managing partner of Jacobowitz and Gubits. "Appealing to people's competitive nature will surely benefit the Hudson Valley Food Bank and those in need throughout our region," continued Protter, speaking on behalf of the Fellows organizing the event. "It's an easy event that so many can get involved with by donating food and/or money."

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Participating organizations can collect donations of both food and money. Every dollar raised translates to seven meals that can be provided. Details regarding the collection of non-perishable food items are available in the Food Frenzy registration package available on the Food Bank's website [www.foodbankofhudsonvalley.org](http://www.foodbankofhudsonvalley.org).

A number of Hudson Valley organizations have already pledged their support for September's Food Frenzy, including the Bar Associations of Orange, Ulster, Sullivan, Rockland, and Putnam Counties, as well as the Orange County Association of Realtors, the Mid-Hudson Chapter of the Appraisal Institute, Hudson Valley Builders Association, and the Newburgh Kiwanis Club. MidHudsonNews.com has signed on as the event's media sponsor.

"By creating a regional competition that will serve those in need throughout the Hudson Valley, the Pattern Fellows have truly demonstrated their understanding of an important focus of Pattern for Progress," said Jonathan Drapkin, President and CEO of the Hudson Valley "think tank". "I am proud of what they have accomplished."

To register or learn more about the Hudson Valley Food Frenzy, interested organizations should call 845-778-2121 or e-mail Howard Protter at [hp@jacobowitz.com](mailto:hp@jacobowitz.com) for a registration packet. Information is also available online at [www.foodbankofhudsonvalley.org](http://www.foodbankofhudsonvalley.org).

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