



MEDIA ALERT/ PHOTO OPPORTUNITY

09/16/2024

For Immediate Release

Contact: Sophie Becker
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COMMUNITY MEMBERS TAKE ACTION DURING HUNGER ACTION MONTH BY VOLUNTEERING AT OPERATION ORANGE

Urbana, IL – On September 19, 250 volunteers will repack meals at Eastern Illinois Foodbank (EIF) at this year’s Operation Orange. Named for the color of hunger awareness, Operation Orange is an annual volunteering event during Hunger Action Month® that welcomes members of the community to repack meals during shifts scheduled throughout the day.

Operation Orange is sponsored by Commerce Bank, Farm Credit Illinois, Meijer, RE/MAX Realty Associates, and Spiros Law. Special support is provided by Einstein Bagels and Ice Daddy’s Frozen Treats, who are donating snacks to volunteers at select shifts during the day.

Since the first Operation Orange in 2015, thousands of volunteers have dedicated time to repacking food for neighbors who face food insecurity. The opening of EIF’s new Volunteer Center in 2022 provided more space and resources to efficiently accommodate larger groups of volunteers, and volunteers at Operation Orange in 2023 repacked 67,000 meals for the community. As the foodbank continues to work to meet a historic, prolonged increased in need, volunteer support directly puts groceries in the hands of local children, families, seniors, and veterans experiencing hunger.

If someone is interested in supporting EIF’s mission, but is unable to volunteer at Operation Orange, they can join the [Million Meal Challenge](https://www.eifoodbank.org/million-meal-challenge) at [eifoodbank.org](https://www.eifoodbank.org). Donations help the foodbank obtain more nutritious food for volunteers to repack, and each \$1 provides three meals worth of groceries.

WHAT: *Photo/video opportunity of annual volunteer repack event during Hunger Action Month*

WHEN: **THURSDAY, SEPTEMBER 19**
10 – 11:30 AM shift, sponsored by Commerce Bank

WHERE: **EASTERN ILLINOIS FOODBANK VOLUNTEER CENTER**
2405 N. Shore Dr.
Urbana, IL 61802

WHO: *Media interviews available from EIF representatives, volunteers/event sponsors Commerce Bank, potentially select other volunteers.*

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Eastern Illinois Foodbank (EIF) works to alleviate hunger in eastern Illinois as the primary food source to a network of 160 food pantries, agencies, and other programs throughout our 18-county service area. Through these agencies, the Foodbank provides meals to more than 1.5 million people each



Eastern Illinois
FOODBANK

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year. Since 1983, EIF has led the fight against hunger and strengthened communities by providing food access, emergency relief, education, and advocacy to families in east-central Illinois. EIF is a member of Feeding America, Feeding Illinois, the United Way of Coles County, and the United Way of Champaign County. For more information, visit eifoodbank.org.