



NEWS RELEASE

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Food Bank Receives National Award

Capital Area Food Bank of Texas Receives National Recognition for Innovative Model Program of the Year

Award Presented at America's Second Harvest Annual Conference

Austin, Texas – The Capital Area Food Bank of Texas is the 2007 recipient of the Innovative Model Program of the Year award from America's Second Harvest - The Nation's Food Bank Network.

Each year, the America's Second Harvest network honors a member food bank with the Innovative Model Program of the Year award for a creative program that provides direct client service and education or enhances community building efforts and food security. The winning program or campaign also contains elements that can be replicated by other member food banks.

The Capital Area Food Bank of Texas was recognized for its "360 Initiative" – raising food, funds and volunteer hours through cross-departmental relationships. The program brings staff together from volunteer services, food resources and development to maximize support from the community through the use of strategic, relational fundraising techniques.

"The 360 Initiative is an innovative program that helps the Capital Area Food Bank of Texas to increase awareness of hunger by developing strong relationships with the community," said Vicki Escarra, President and CEO of America's Second Harvest. "Our network strives to emulate this type of creative thinking. Local efforts like the 360 Initiative will bring us closer to achieving our mission of creating a hunger-free America."

To remain innovative, the food bank utilizes best-practice models from the private sector, such as organizational alignment based upon client needs and using "UnCommon Sense," a sales conversation facilitation technique. The food bank is differentiating itself from other fundraisers by using a singular donor conversation process typical used in sales, rather than fundraising.

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About Capital Area Food Bank of Texas:

The mission of the Capital Area Food Bank of Texas is to nourish hungry people and lead the community in ending hunger. In its 26th year of service, the Food Bank currently provides food and grocery products to 370 Partner Agencies in 21 Central Texas counties. In 2006, CAFB distributed more than 16 million pounds of food. For more information on the Capital Area Food Bank of Texas and its programs, visit www.austinfoodbank.org or call 512/282-2111.

America's Second Harvest - The Nation's Food Bank Network is the largest charitable domestic hunger-relief organization in the United States. Through its network of more than 200 member food banks, America's Second Harvest annually provides assistance to more than 25 million people in need, including more than 9 million children and nearly 3 million seniors in all 50 states, the District of Columbia and Puerto Rico. Each year, America's Second Harvest secures and distributes more than 2 billion pounds of food and grocery products to support feeding programs at approximately 50,000 local charitable agencies, including food pantries, soup kitchens, emergency shelters, after-school programs, and Kids Cafes. To learn more, please visit www.secondharvest.org.

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