



MEDIA RELEASE

FOR IMMEDIATE RELEASE
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**Ozarks Food Harvest kicks off “The Power of 10”
10th Annual Hungerthon with Alice 95.5 FM**

SPRINGFIELD, Mo. – Ozarks Food Harvest and Alice 95.5 FM will host the 10th annual Hungerthon Friday, June 6, 2008 through Monday, June 9, 2008 at the Clear Channel Radio Station (Sunshine and Glenstone). This four day long fundraiser will revolve around “The Power of 10”; celebrating ten years of raising awareness about the faces of hunger and poverty right here in the Ozarks. Every dollar raised will go directly to aid the food bank’s distribution efforts and direct relief programs.

The downward fall of today’s economy has made it harder for many families to put food on the table, making donations all that much more important. Just in the past three months, Ozarks Food Harvest has seen an 11% increase in need each month.

During last year’s event, several listeners have chosen to sponsor a child’s backpack in the Food for Thought™ children’s feeding program. This program gives underprivileged children a backpack full of food every Friday to help ensure these kids have food when they’re not in school. Sadly, the need for this program is only growing. Last year, with the help of donors, Ozarks Food Harvest filled 24,000 backpacks. That was double the amount filled the year before. All it takes to help these kids is a pledge of \$300 dollars to feed a child for an entire year.

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Alice 95.5 FM listeners can make a donation to support the Ozarks Food Harvest's hunger relief efforts by calling the Hungerthon pledge line at (417) 577-7955 during the following time periods:

Friday, June 6	6 a.m. to 7 p.m.
Saturday, June 7	9 a.m. to 4 p.m.
Sunday, June 8	10 a.m. to 3 p.m.
Monday, June 9	6 a.m. to 10 a.m.

Supporters may also come to the Clear Channel Radio Station during Hungerthon 2008 to learn about the food bank, make a donation, and meet the Alice 95.5 on-air personalities. Donations can also be made online at ozarksfoodharvest.org.

For the fifth year, the Springfield Independent Restaurant Association (SIRA) will partner with Ozarks Food Harvest and Alice 95.5 FM to make challenge grants to listeners and give away gift certificates to the highest donors during each "Power Hour" to motivate listeners to make a pledge. Last year's Hungerthon 2007 produced a record-breaking \$115,038.

Ozarks Food Harvest distributes more than 4.5 million pounds of food annually to its network of agencies, and offers direct relief through its Mobile Food Pantry, Kids Cafe after-school feeding program, Food for Thought weekend backpack program and Club FUN children's health and nutrition classes. The food bank has seen a significant increase in the number of people needing assistance, serving over 41,000 individuals each month. This year Ozarks Food Harvest celebrates 25 years of hunger assistance to the 29 counties in its service area.

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