

## MEDIA ALERT for March 24, 2011

### Map the Meal Gap: Feeding America releases never-before-available data on U.S. hunger.

Each of the 13 counties served by TARRANT AREA FOOD BANK is included in this landmark study.

**WHAT:** The event features Howard G. Buffett, Feeding America President and CEO Vicki Escarra, and representatives of The Nielsen Company and the Feeding America network.

Unlike USDA hunger research that only provides data at the national and state levels, the Map the Meal Gap research provides a comprehensive picture of need down to the county level across the United States. The research estimates the rate of food insecurity as well as the food budget shortfall for individuals at risk of hunger in each county, state and nationwide. It also shows that food insecurity and poverty are not one and the same.

**WHEN:** **March 24, 2011**

<b>1:00 – 1:30 p.m. CT</b>	<b>Map the Meal Gap Press Conference</b>
<b>1:30 – 1:45 p.m. CT</b>	<b>Q and A Session post press conference</b>
1:45 – 2:00 p.m. CT	Video on Hunger in America
2:00 – 3:30 p.m. CT	Map the Meal Gap Summit



**WHERE:** **Webcast live at [feedingamerica.org/mapthegap](http://feedingamerica.org/mapthegap)** from the Newseum in Washington DC.

**Ask questions on Twitter using [#mealgap](https://twitter.com/mealgap).** The hashtag will be monitored throughout the event and questions addressed during the Q and A session.

**WHY:** Understand newly attained food insecurity rates at the county and state levels and the income bands within the food insecure population in your state, counties and congressional districts as well as nationwide.

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#### ABOUT TARRANT AREA FOOD BANK

Founded in 1982 as a private, nonprofit collector and distributor of donated food, Tarrant Area Food Bank provides food to 300 hunger-relief programs in 13 counties surrounding Fort Worth. Each month, the partner charities provide emergency groceries for up to 45,000 families and serve more than 565,000 meals and snacks. For details, visit [tafb.org](http://tafb.org). Find us on Facebook and follow us on Twitter at TAFoodBank.

#### ABOUT FEEDING AMERICA

As the nation's leading domestic hunger-relief charity, Feeding America provides donated food to a nationwide network of regional food banks that supplies food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 63,000 agencies that address hunger in all of its forms. For more information, visit <http://www.feedingamerica.org>. Find us on Facebook and Twitter at FeedingAmerica.

#### ABOUT THE HOWARD G. BUFFETT FOUNDATION

The Howard G. Buffett Foundation works to improve the quality of life for the world's most impoverished and marginalized populations. It focuses on three core areas: food security, clean water and humanitarian aid to fulfill immediate needs and help rehabilitate and rebuild conflict and post-conflict areas. Based in Decatur, Illinois, the foundation is led by President Howard G. Buffett.