



## **FOR IMMEDIATE RELEASE**

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### **BIG FRESNO FAIR PARTNERS WITH FRESNO STATE TO LEAD STUDENT CUPBOARD FOOD DRIVE CHALLENGE**

*Canned food donations now being accepted through 12:00 p.m. on October 14, 2015*

**FRESNO, CALIFORNIA, October 1, 2015...** The Big Fresno Fair is proud to announce a new partnership with Fresno State aimed at leading an on-campus food drive to benefit the Student Cupboard as part of the 7<sup>th</sup> Annual Big Fresno Fair “Feed the Need” Community Food Drive effort. The Fresno State Student Cupboard, an initiative of the Fresno State Food Security Project, provides free food and hygiene items to Fresno State students in need of assistance. Over the next two weeks, the Fresno State community, specifically student-run clubs and organizations, is being asked to bring 5 or more canned food items per person to the Fresno State Student Cupboard in exchange for a Free Entry Pass to The Big Fresno Fair good for Thursday, October 15 – the same day as the Fair’s “Feed the Need” Community Food Drive.

“Hunger reaches deep into our community, including many of our own students and their families. With the lingering economic state in the Valley and extended drought conditions, it’s clear that food insecurity is more prevalent than ever,” said Dr. Lamas, Vice President of Student Affairs and Enrollment Management. “I am very proud to have our Fresno State community and student organizations come together in this challenge to help their peers in providing resources so many of us take for granted.”

From October 1 through 12:00 p.m. on October 14, the Fresno State Student Cupboard will be collecting canned food and tracking the donations of all qualified Fresno State groups interested in competing for the highest volume of food brought in. In addition to their Free Entry Pass earned for the day of the “Feed the Need” Community Food Drive, the winning organization with the highest volume collected by October 14 at 12:00 p.m. will also receive one Free Entry Pass good for the remaining days of the Fair for every 5 cans of food collected. As an added bonus, the winning team will also receive 20 Big Fresno Fair concert tickets to see BET award winner and Grammy nominee rapper 2 Chainz on Saturday, October 17, 2015 at 7:00 p.m.

Fresno State students can drop off their canned food directly at the Student Cupboard anytime between now and October 14 at 12:00 p.m. The Student Cupboard is located on the corner of Barstow & Jackson in the Industrial Technology Building at 2255 E. Barstow. Student Cupboard hours are:

- Monday, 12 p.m. – 4 p.m.
- Tuesday, 11 a.m. – 6 p.m.
- Wednesday, 10 a.m. – 4 p.m.
- Thursday, 11 a.m. – 6 p.m.
- Friday, 12 p.m. – 4 p.m.
- Saturday CLOSED
- Sunday, 3 p.m. – 5 p.m.

- more -

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For more information regarding the Student Cupboard, contact Jessica Medina at (559) 278-0866 or [jemedina@csufresno.edu](mailto:jemedina@csufresno.edu), or visit [www.fresnostate.edu/foodsecurity](http://www.fresnostate.edu/foodsecurity).

“The 7th Annual Big Fresno Fair “Feed the Need” Community Food Drive will greatly benefit from this new partnership with the Fresno State Student Cupboard,” said John C. Alkire, CEO of The Big Fresno Fair. “In the past six years, the Fair has collected more than 443 tons of food to benefit the organizations supported by Community Food Bank and The Salvation Army and we hope to see that number climb to new heights this year as we look to include Fresno State’s totals. The Fair believes that we all need to do our part to help our community and this is just one of the ways each of us can help make a difference for those in need. Five cans of food for entry to the Fair - it’s simple as that.”

The Big Fresno Fair partners with Community Food Bank and The Salvation Army to help operate this large of a food drive each year with the support of community partners including Save Mart Supermarkets, FoodMaxx, Wells Fargo and local media outlets. Last year alone, the food drive collected 279,491 lbs. of food. The total food collected during the Fresno State Student Cupboard Drive (which will remain at the Cupboard) will be added to the total collected during the October 15 food drive at the Fairgrounds between 11:00 a.m. and 8:00 p.m. to create a grand total of food collected for the overall “Feed the Need” Community Food Drive effort.

**About The Big Fresno Fair:**

The Big Fresno Fair, founded in 1884, is the fifth largest fair in the state of California and represents the 21st District Agricultural Association. More than 650,000 people from throughout the State visit The Big Fresno Fair each year making it the largest event in the Central Valley. Members of the Board of Directors include: Leta Ciavaglia, President; Debbie Jacobsen, Vice President; Jerry Pacheco, Secretary/Treasurer; Elizabeth Hudson; Linda Mae Balakian Hunsucker; Larry Serpa; Ricky Vang; Dora Westerlund and William White. John C. Alkire heads the daily operations in his role as CEO. The 2015 Big Fresno Fair will run October 7 – 18. For more information about The Big Fresno Fair, please visit [www.FresnoFair.com](http://www.FresnoFair.com).

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