

## The Holiday Season Is Upon Us – and So Is Check-Out Hunger!

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*By Jamee Brody*

One of the times I most often think about the New Yorkers who rely on the Food Bank is when I go grocery shopping. I try to clip coupons as much as possible, and do at times feel I have to be vigilant with my food budget and avoid all the treats calling out to me from the snack aisle – but in the end I know that my cupboards will always be full. Too many New Yorkers don't have that luxury.

That's why I love the Food Bank's Check-Out Hunger campaign. From October to January, when you go shopping you'll find one of the easiest ways to give I've ever seen – just look for our Check-Out Hunger placards at the register and have your cashier scan the bar code on our donation slips. A donation will then be added to your bill – and remember, a donation of just \$5 helps the Food Bank provide 25 meals to New Yorkers in need. I did mention it's easy, right?

Last year, Check-Out Hunger raised more than 850,000 meals for New Yorkers in need with the support of more than a dozen supermarkets including ShopRite, Foodtown and Fairway. This year, I am excited to see what we can achieve with specialty retailers Fishs Eddy and Eataly joining our supermarket partners to help our most vulnerable neighbors.

And thanks to Eataly, Check-Out Hunger isn't just at the check-out line – it's online. The 'Eataly for the Food Bank For New York City' campaign gives online shoppers a chance to donate to the Food Bank while shopping for delicious Italian goodies. So while you are at Eataly.com getting the perfect Italian inspired gift box for the 'Italian' cook in your family you can also add to your shopping cart '25 meals for a child in need'. I hope with the support of follower New Yorkers and nearly 200 participating specialty/supermarkets stores to have another successful Check-Out Hunger year.

Visit Eataly.com and shop 'gift boxes' and add to your cart a gift for New Yorkers in need.

To find a participating Check-Out Hunger location near you please

visit <http://www.foodbanknyc.org/events/check-out-hunger>