

Learning to Appreciate the Color Orange

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by *Davinia Buckley*

I was lucky enough to join the Food Bank For New York City team this January, starting the new year off on a... well, **on an orange note**. Similar to any newcomer, I am excited, curious, a little nervous — but most of all eager to learn. First and foremost, I have learned that the Food Bank and the color orange are essentially synonymous, and I had the chance to experience the enormous effect this color can have on an entire city at the **NYC Goes Orange** Appreciation Event.

The Food Bank held this event in February to thank the more than 300 **partner organizations** that helped produce another successful NYC Goes Orange — an annual, citywide campaign to spread orange, the color of hunger awareness, throughout New York City in an effort to raise meals for the more than 1 In 5 New Yorkers who rely on the Food Bank to eat.

The NYC Goes Orange Appreciation Event did not fall short of continuing this “Go Orange” trend. The event was held at Vento Restaurant, where by sheer coincidence the curtains and décor were orange, setting a rather appropriate and festive mood. Yet, the orange-spotting did not stop there, as it was not long before Food Bank board member Mario Batali himself arrived sporting **his signature orange crocs**.

Later in the evening, Batali, joined by Food Bank President and CEO **Lucy Cabrera**, toasted our partners’ hard work raising food, funds and public awareness for New Yorkers in need.

To make a long story (told well by our campaign recap video) short, the campaign was a success. Furthermore, judging by the positive atmosphere and smiling faces, so was the event, which was made possible by Southern Wine and Spirits, Stella Artois and Vanguard Direct. Needless to say, I left feeling as though I had “Gone Orange.”



Food Bank board member Mario Batali raising a toast at our 2010 NYC Goes Orange Appreciation Event