



Iowa Food Bank Association



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The Iowa Virtual Food Drive gets a boost with the help of Spindustry Digital, AARP and the Iowa Newspaper Association

Waterloo, Iowa, January 24, 2014— 395,620 Iowans are food insecure. That means they do not have dependable access to enough food to sustain a healthy life. More than 130,000 of these are children. The Iowa Food Drive — a statewide virtual food drive (www.iowafooddrive.org) working to alleviate hunger in Iowa—was devised through a partnership including AARP of Iowa, Spindustry Digital, and the Iowa Food Bank Association.

Spindustry Digital (Des Moines, Iowa) has contributed greatly to this project by helping to design and create our current food drive website. "Spindustry believes in the power of two things - people's willingness to give and that digital platforms can make doing so easier," says Michael Bird of Spindustry Digital, "we know that Iowans want to help feed anyone who needs help and if we can make it convenient to do so and easy to share, we know this initiative can make a huge difference."

Kent Sovern, AARP Iowa State Director, acknowledges that Iowans exhibit generosity and a sense of engagement in their community, "We were excited to partner with Iowa Food Bank Association and Spindustry to develop the virtual food drive and we're looking forward to promoting it to help increase awareness of the problem of food insecurity in Iowa; and provide a safe and convenient way for Iowans to be able to contribute to ending hunger in our state from anywhere - their homes, offices or mobile devices."

The Iowa Food Bank Association is thrilled to welcome a new partner— the Iowa Newspaper Association—to the team in 2014. "having the Iowa Newspaper Association on board is a significant accomplishment and step as we promote the virtual food drive," says Cory Berkenes, Director of the Iowa Food Bank Association, "collaboration and education is vital if we want to make a difference in the state and having the Newspaper Association's expertise and endorsement is tremendous."

The Iowa Newspaper Association has agreed to endorse and forward a series of ads to its member newspapers across Iowa. The first two ads, designed by Spindustry Digital with the goal of furthering hunger awareness and encouraging monetary contributions, should surface in newspapers late January through February . The Iowa Newspaper Association and the newspapers it serves are eager to help with projects that enhance the quality of life in our great state. "The launch of www.IowaFoodDrive.org and the opportunity to help Iowans gain access to necessities such as food is a project we're pleased to support." - Chris Mudge

Alleviating hunger requires a collaborative effort. The Virtual Food Drive was created through a collaboration for the sole purpose to provide more food for our friends and neighbors. This is a cost effective, tax-deductible donation to the Iowa Food Bank Association. With the bulk purchasing power and efficient distribution network of food banks, monetary donations can go further than traditional food donations - For every \$1 donated, 4 meals can be purchased for Iowa families in need. Anybody can donate to the Iowa Food Drive by visiting www.iowafooddrive.org.

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