



MEDIA ADVISORY

For Arkansas Hunger Relief Alliance.

For more information contact Nancy Conley, Communications Director,
nconley@arhungeralliance.org or call 501-399-9999.

Could You Eat on Only \$4 a Day?

LITTLE ROCK, AR (**July 2, 2013**) –The Sodexo Youth Ambassadors assigned to the Arkansas Hunger Relief Alliance and members of the Arkansas No Kid Hungry campaign will be taking the **SNAP Challenge from July 8-15**. The SNAP Challenge is an activity to raise awareness of how difficult it is to get enough to eat on the \$4 per day, per person benefit provided under the USDA Supplemental Nutrition Assistance Program (SNAP). Low income adults all across Arkansas struggle every day to feed themselves and their families. The high price of fresh fruits and vegetables and other staples of a healthy diet force families to make less than healthy food choices in order to simply put food on the table. For one week, our Youth Ambassadors, Mary Katherine Barker, Deepa Manjanatha and Sean Alexander, will allot themselves just \$4 per day to eat, and will be blogging about their experience.

We invite you to cover this week long activity and help us raise awareness about what it is like to be food insecure in Arkansas. To schedule interviews or make arrangements to accompany our Youth Ambassadors as they shop for and prepare meals on their \$4 per day food budget, please contact Nancy Conley, Alliance Communications Director at nconley@arhungeralliance.org. or JoAnne Mills, SNAP Outreach Director at jmills@arhungeralliance.org.

For more information on the SNAP Challenge, go to <http://frac.org/initiatives/snapfood-stamp-challenges/>.

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The Alliance

Arkansas Hunger Relief Alliance is a non-profit collaborative network of more than 250 hunger relief organizations across Arkansas including the Arkansas Foodbank in Little Rock, the Food Bank of Northeast Arkansas in Jonesboro, Harvest Texarkana Regional Food Bank in Texarkana, Food Bank of North Central Arkansas in Norfolk, Northwest Arkansas Food Bank in Bethel Heights and River Valley Regional Food Bank in Fort Smith who are dedicated to reducing hunger through direct relief, education and advocacy. We invite you to visit www.ARhungeralliance.org for details on hunger relief programs and volunteer opportunities.