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MEDIA ALERT: Video and Photo Opportunity

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DRIVE TO END HUNGER: AARP TO PRESENT SECOND HARVEST FOOD BANK WITH \$10,000 DONATION

TUESDAY, AUGUST 2, 2011 AT 10:00 AM
7046 SNOWDRIFT ROAD, ALLENTOWN PA

Harrisburg, PA—AARP Pennsylvania officials will announce a \$10,000 donation on behalf of Drive to End Hunger to the Second Harvest Food Bank of the Lehigh Valley and Northeast Pennsylvania at a news conference Tuesday, August 2 at 10 a.m. at the Second Harvest Food Bank satellite warehouse on Snowdrift Road in Allentown.

AARP and Second Harvest Food Bank officials will be joined at the event by more than 30 Lehigh Valley AARP volunteers who will be packing food at the warehouse for distribution to local senior citizens.

Tuesday's announcement marks the first in a series of events designed to spotlight hunger issues throughout the week preceding the Good Sam RV Insurance 500 NASCAR Race at Pocono Raceway on August 7. AARP's Drive to End Hunger has teamed with four-time NASCAR Sprint Cup Champion Jeff Gordon and Hendrick Motorsports to raise visibility and help solve the problem of hunger in America. Fans can see Jeff Gordon's No. 24 Chevrolet at the Shop-Rite store in Mount Pocono Thursday, August 4, or participate in the Leave Hunger in the Dust bike ride Saturday, August 6 at Lehigh Gorge State Park. Food donations will be accepted at all events.

Every day, more than six million older people face the threat of hunger, forced to skip meals or subsist on inexpensive, poor quality food with little nutritional value. AARP's *Drive to End Hunger* is a multi-year commitment to solve the problem of hunger in older Americans. In addition to the partnership with Jeff Gordon, components of Drive to End Hunger include building awareness of the issue of senior hunger; working with national and community partners to feed hungry older Americans through food drives; generating resources for the cause through individual and corporate fundraising campaigns; local SNAP (Supplemental Nutrition Assistance Program) outreach and enrollment assistance, and developing solutions to senior hunger through grant-making. For additional information, visit www.DriveToEndHunger.org.

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