



PRESS RELEASE

May 5, 2010

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**Rhode Island Community Food Bank Launches Bold
*Nothing Can End Hunger in Rhode Island Campaign***

*Pro-Bono Campaign Created by NAIL Communications and Underwritten by
Citizens Bank Foundation Aims to Engage New, Younger Group of Supporters to Alleviate Hunger*

PROVIDENCE, R.I. – The Rhode Island Community Food Bank asks the public to do “Nothing” about hunger. Breaking away from traditional appeals, the Food Bank’s “Nothing” campaign evokes the desolation of “Nothing” to eat and offers something to do about it.

Cans of “Nothing” – 40,000 empty cans with slots for collections – will be sold for \$2.99 each at food locations across the state including participating Dunkin’ Donuts, Whole Foods Market, Brigido’s Fresh Market, Clements’ Marketplace, Dave’s Marketplace and Eastside Marketplace. Proceeds from the sale of each can benefit the Food Bank and provide ten pounds of food for a family in need. The Food Bank turns “Nothing” into a commodity to help the hungry at a time when the need is greater than ever.

The “Nothing” campaign is on the web at www.nothing.org, on television in spots featuring real Rhode Islanders confronting bleak plates with no food, on the radio, and in Social Media outlets such as Facebook, Flickr, Twitter and YouTube. This landmark campaign begins today, May 4, and continues through July.

The Food Bank wants to find a way to engage younger donors, volunteers and advocates. The campaign works to convince potential donors that something can be done about a persistent social problem – hunger.

“Nothing is a reality for too many people in Rhode Island,” says Andrew Schiff, Chief Executive Officer of the Food Bank. “Last month, over 50,000 people received food through the Food Bank’s statewide network of emergency food pantries, soup kitchens and shelters. I believe that this campaign will inspire more people to get involved and take action to end hunger.”

The campaign is supported and underwritten by the Citizens Bank Foundation.

"Investing in our community is a core value at Citizens," said Ned Handy, President, Citizens Bank, Rhode Island. "We are proud to be part of such an innovative campaign to bring awareness to the growing issue of hunger in our state. Whatever you can do to support this campaign - whether it's a financial gift, donating your time to volunteer, or helping to promote awareness, it will make a difference in the lives of thousands in our state who go to bed hungry every night. We all can do something about 'Nothing'."

NAIL, an award-winning communications agency in Providence, created the “Nothing” campaign pro-bono.

“How do you make ‘nothing’ a positive thing? You make it something meaningful, an empty can that you hold in your hand,” says Jeremy Crisp, the NAIL Partner directing the effort. “All of a sudden, nothing can end hunger in Rhode Island.”

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The goal of the “Nothing” Campaign is to raise \$300,000 in order to serve 50,000 hungry Rhode Islanders by distributing one million pounds of food. Each purchased can of “Nothing” will return \$2.79 (after taxes) to the Food Bank. A \$25 donation to the Food Bank will provide a family of four with groceries for three days. Donors are encouraged to make their donations online.

Through this campaign, the Food Bank also hopes to expand its base of online donors by more than 2,000 people and to capture 5,000 new email addresses in order to start building a relationship with potential new donors. And, of course, the Food Bank will gratefully take back cans of “Nothing” filled with something in donations.

“This effort to engage a new audience in supporting our work would not have been possible without the incredible creativity of NAIL, and the financial support of the Citizens Bank Foundation,” states Schiff. “These are two business leaders doing something about nothing.”

The Rhode Island Community Food Bank is a non-profit organization located in Providence, RI. The Food Bank solicits, stores and distributes food products donated by supermarkets, wholesalers, food processors, local farmers and community food drives. The food is then distributed to the Food Bank’s network of more than 300 member agency programs. In the past fiscal year, the Food Bank distributed 9.5 million pounds of food. For more information about the Food Bank, please visit www.rifoodbank.org.

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