

FOR IMMEDIATE RELEASE

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**Think Bank to Match up to \$25,000 in Donations
to Channel One Regional Food Bank – Now Through July 31st!**

Rochester, MN | July 3rd, 2023 – Channel One Regional Food Bank is excited to announce that Think Bank will be matching donations dollar-for-dollar, up to \$25,000, through the end of July. This generous matching gift opportunity aims to amplify the impact of donations received during this time.

As the rising costs of food and inflation continue to impact communities, an increasing number of families, friends, co-workers, and neighbors who have never relied on charity food assistance before are finding themselves in need. Individuals who used to manage on a paycheck-to-paycheck basis are now struggling to secure enough food to feed their families. Local food programs and food banks, including Channel One, are experiencing tremendous strain to meet this heightened demand.

Executive Director of Channel One, Virginia Merritt, stated, “It is truly astonishing to witness the current state of food prices and availability compared to this time last year. Our communities persevered through the most challenging period of the pandemic, believing that the worst was behind us. However, we are now confronted with a growing demand for food assistance. It feels like we are sprinting uphill at the end of a race that was supposed to be on a level path. Nevertheless, during those bleak days of the pandemic, generous donors from our region united to support our fellow neighbors, and I am confident that they will continue to extend their invaluable support now.”

Thanks to the generous match from Think Bank, donations to Channel One Regional Food Bank will have a significant impact on individuals and families facing food insecurity. With this additional support, Channel One can continue to provide essential food assistance to those in need throughout the region. Every donation received helps Channel One make a meaningful difference in the lives of our community members, ensuring they have access to nutritious meals when they need them the most.

Reflecting on the ongoing partnership, a Think Bank representative stated, "Think Bank is proud to be long-time community partners with Channel One Regional Food Bank. Our team has consistently embraced the opportunity to raise awareness, volunteer, and support Channel One's efforts and mission. We hope that this matching gift opportunity enables Channel One to further their mission of strengthening food access and building healthy communities."

To contribute to Channel One and take advantage of the matching gift opportunity, visit helpingfeedpeople.org/donate or send a check to Channel One at
131 35th Street SE
Rochester, MN 55904

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About Channel One Regional Food Bank

Channel One Regional Food Bank, a member of Feeding America, strengthens food access and builds healthy communities. Channel One operates food programs to serve local and area needs such as: a food bank, a food shelf, mobile pantries, Childhood Hunger Programs, and the Commodity Supplemental Food Program (CSFP). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of nearly 200 nonprofit programs that provide food for children, adults, and families in need. Channel One serves 14 counties across southeastern Minnesota and western Wisconsin. For more information, call 507.287.2350 or visit helpingfeedpeople.org.