

Kansas Food Bank – Bob Box Program Press Kit September 14, 2012 Page 1 of 5

For More Information, Contact Debi Kreutzman debikreutzman@kansasfoodbank.org (316) 265-FOOD

Press Release

Kansas Food Bank to Announce Bob Box Program

Wichita, KS – The Kansas Food Bank will be announcing its new program targeted towards senior hunger on Friday, September 14th. Sponsored and endorsed by Senator Robert J. Dole, the program will help seniors who often face difficult choices between paying medical and utility bills and buying food.

Simply titled "Bob Box", this program is geared towards providing a safety net for seniors who experience food insecurity.

Senator Dole explains, "Growing up in a small town, I was instilled with values where one doesn't think twice about rallying around a neighbor in need. The Bob Box is designed specifically to rally around our senior neighbors in need."

This new program has been designed with the needs of seniors in mind, and incorporates a new model delivery system that respects their character and dignity, while making access easier.

Volunteers will start assembling the Bob Boxes immediately following the press conference. Distribution will start in 24 Northwest Kansas counties by years end. AARP Kansas will be assisting the Kansas Food Bank with marketing to promote the Bob Box campaign as it begins delivery and distribution in the initial counties to inform seniors about the program and let them know where a Bob Box can be received in their community.

A press conference will be held:

WHEN: Friday, September 14th, 2012 WHERE: Kansas Food Bank

10:00 a.m. 1919 E Douglas, Wichita, KS

PRESENTERS: Brian Walker, President & CEO, Kansas Food Bank

Mr. Walker will explain the Bob Box program.

Larry Steckline, "the voice of Kansas Agriculture", Steckline AgReport Commentator

Mr. Steckline, a personal friend of Bob Dole, will read the Senator's statement.

Maren Turner, AARP Kansas Director

Ms. Turner will describe AARP's marketing commitment to this project.

-end-

About the Kansas Food Bank

The Kansas Food Bank collects and distributes donated and low-cost nutritious food to more than 500 hunger relief partners in its 85-county service area. Last year more than 11 million pounds of food was distributed, helping to feed nearly 137,300 different Kansans. Hunger-relief partners include food pantries, soup kitchens, shelters and the Food4Kids backpack program, Kids Kitchens after-school meal program and senior box programs. In addition, the Food Bank takes a leadership role in identifying and addressing hunger needs affecting Kansans. For more information, visit www.kansasfoodbank.org.



Kansas Food Bank – Bob Box Program Press Kit September 14, 2012 Page 2 of 5

For More Information, Contact Debi Kreutzman debikreutzman@kansasfoodbank.org (316) 265-FOOD

Statement from Senator Robert J. Dole regarding Bob Box Initiative



It is with great honor that I can be a part of such an outstanding program that the Kansas Food Bank is announcing today – the "Bob Box" is an initiative for fighting senior hunger in Kansas, and I know it will make a difference for countless individuals across this great state.

I had hoped to be in Kansas today, but please know that I am with you in spirit.

Kansas is and always will be home to me. Growing up in a small town, I was instilled with values where one doesn't think twice

about rallying around a neighbor in need. The Bob Box is designed specifically to rally around our senior neighbors in need.

Kansas seniors on limited budgets face difficult choices. Food is often one of the first expenses that will get cut. Older adults are such a proud group. They would rather go without, before asking for help. Seniors in rural Kansas have limited access to hunger relief resources. Those living in extreme poverty have no means to stock their kitchen shelves. The Bob Box is here to provide a safety net of supplemental food items to these seniors.

Hunger issues have always been something I have fought for and worked hard to support. From affordable school lunches for low income students, food stamp reform, establishment of the WIC program and the Global Food for Education Initiative, I have dedicated myself to anti-hunger issues locally and abroad. Helping the Kansas Food Bank with the Bob Box project is a natural fit for me.

Throughout my life in politics and public service, I have been committed to giving back to the state that helped to support me during one of the most difficult times in my life. As a proud veteran returning from the war, I was faced with many challenges. Had it not been for my home state, and so many generous people, I probably would not have made it. Thank you Kansans for giving to me. Allow me to return the favor to you with this initiative.

Please consider this a gift - a hand **up**, not a hand **out**. As Brian Walker, President & CEO of the Kansas Food Bank says, "no Kansan should go hungry" & I agree. With this in mind, please accept a "Bob Box" from me to you. I wholly endorse this program & proudly lend my name and support to such a worthy initiative.

Contact information for Senator Dole: Marion Watkins, 202-654-4863, Marion.Watkins@alson.com



Kansas Food Bank – Bob Box Program Press Kit September 14, 2012 Page 3 of 5

For More Information, Contact Debi Kreutzman debikreutzman@kansasfoodbank.org (316) 265-FOOD

Case for Support

The critical need is evident when you observe that:

- 6.51 percent of Kansans older than 50 years are considered food insecure, meaning they do not always know where their next meal will come from.¹
- Kansas' poverty rate is at 12.4 percent², with 7.81 percent of Kansas' senior population living below the poverty level.³
- In Kansas, just 29 percent of SNAP-eligible seniors are enrolled in this government benefit program.⁴
- Of Kansas residents age 65+, 7.7 percent lived below the poverty level in 2010⁵ a 12 percent increase from the number of Kansas seniors living in poverty the previous year.⁶
- 6.9 percent of Kansas seniors residing in rural areas live in poverty.

¹ Older Adults at Risk of Hunger: James P. Zilak and Craig Gundersen, Food Insecurity Among Older Adults, (AARP Foundation, August 2011).

² U.S. Census Bureau. (September 13, 2011). Income, Poverty, and Health Insurance Coverage in the United States: 2010. Available from: www.census.gov.

³ U.S. Census Bureau, American Community Survey (ACS), PUMS, Poverty Population Age 50+ with Poverty Status Determined by Age and State (50+ N=1.14 million), 2010.

⁴ SNAP Participation (60+): Karen Cunnyngham, State Trends in Supplemental Nutrition Assistance Program Eligibility and Participation Among Elderly Individuals,

⁽Mathematica Policy Research, Inc., September 2010).

⁵ U.S. Census Bureau (September 22, 2011). 1-year ACS Estimates: 2010. Available from factfinder2.census.gov.

⁶ U.S. Census Bureau, Current Population Surveys, 2009 and 2010. Available from: www.census.gov.

⁷ U.S. Census Bureau. (September 22, 2011). 1-year American Community Survey Estimates: 2010. Available from factfinder2.census.gov.

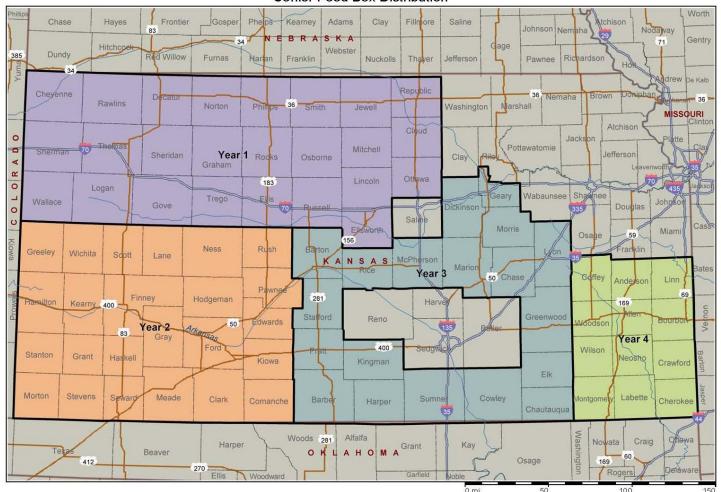


Kansas Food Bank – Bob Box Program Press Kit September 14, 2012 Page 4 of 5

For More Information, Contact Debi Kreutzman debikreutzman@kansasfoodbank.org (316) 265-FOOD

5 Year Program Roll-Out Plan

Senior Food Box Distribution



Copyright © and (P) 1988-2009 Microsoft Corporation and/or its suppliers. All rights reserved. http://www.microsoft.com/mappoint/
Certain mapping and direction data © 2009 NAVTEQ. All rights reserved. The Data for areas of Canada includes information taken with permission from Canadian authorities, including. © Her Majesty the Queen in Right of Canada, © Queen's Printer for Ontain. NAVTEQ and NAVTEQ ON BOARD are trademarks of NAVTEQ. © 2009 Tele Atlas North America, inc. All rights reserved. Tele Atlas North America are trademarks of Tele Atlas, Inc. © 2009 by Applied Geographic Systems. All rights

Bob Box distribution will begin in 24 northwest Kansas counties (area shaded in purple, above). Kansas Food Bank drivers will drop the supplemental food boxes off at county health departments and Veterans of Foreign Wars offices throughout the area, as well as current partner agencies. AARP Kansas will be assisting the Kansas Food Bank with marketing to promote the Bob Box campaign informing seniors about the program and letting them know where a Bob Box can be received in their community. The boxes will contain information about local pantries, the SNAP assistance program and senior feeding sites in the community.



Kansas Food Bank – Bob Box Program Press Kit September 14, 2012 Page 5 of 5

For More Information, Contact Debi Kreutzman debikreutzman@kansasfoodbank.org (316) 265-FOOD

Case Study

We would like to share a story with you about Tommy, one senior in particular whose life has been helped by receiving a Senior Box.



Tommy, 74, lives alone in a small duplex. He's lived in Kansas his whole life, and worked for Mitchell Miller grocery stores for 23 years and at a Ford dealership for 12 years. Now retired, he spends his days at home in his chair with his dog, Bozo, by his side.

In 2004, Tommy was diagnosed with cancer. He's fought hard for his life, enduring aggressive radiation and chemotherapy treatments, which have left him unable to muster much energy to walk or socialize. Fortunately, his doctors say his cancer is no longer progressing – although they stop short of saying he's in remission. He still struggles daily with osteoporosis, severe arthritis and emphysema as well.

With all these major health concerns, Tommy carries the weight of a hefty medical debt. Between trying to make a dent in his medical expenses and paying bills, his monthly \$682 Social Security check doesn't have much flexibility.

As a former grocery man, Tommy says he's alarmed by the cost of food these days. There's no way he'd be able to afford the food for regular nutritious meals on his income. Plus, it's nearly impossible for his fragile 124-pound frame to endure a trip to the grocery store.

That's where Senior Services, a Kansas Food Bank hunger-relief partner, comes in. Each month, Tommy gets a special delivery from Senior Services, right to his doorstep. His big box of food comes filled with grocery staples from the Kansas Food Bank – just the things his doctor tells him he needs to be eating to keep up his strength.

"It means a lot," he says about the food boxes. "It really helps stretch your dollar."

His monthly food boxes are clearly important for Tommy's health and well-being. We feel compelled to expand the availability of food boxes so that the "Tommys" in our rural Kansas communities can have access to the same needed resources as those living in Wichita. They deserve no less.

KANSAS

HELPING THE HUNGRY • SINCE 1984

A Member of AMERICA



Sponsored in part by Senator Robert Dole

Fighting Senior Hunger