



San Diego Unified
School District



Media Advisory

San Diego Unified combines free summer lunch program with San Diego Food Bank food distribution & recession resource fair

Major student/ parent kick-off BBQ with SD Charger Matt Wilhelm & Hip Hop Station Z90.3

What: The San Diego Unified School District (SDUSD) will launch this summer's federally funded summer lunch program, "the Summer Fun Café," targeting low-income students who do not receive free school meals during the summer vacation.

This year, the school district will greatly enhance the program by partnering with the San Diego Food Bank who will provide free food distributions to parents at all locations, Food Stamps pre-screening, and at the kickoff event a "recession resource fair" with 15 other San Diego non-profits.

Part of the Community Cares Project, 15+ non-profits will host info booths for parents providing information on services including: emergency shelter and housing assistance, employment training, low-cost utility programs, low-cost healthcare, free banking, low-cost auto insurance and much more.

When: Kick-off BBQ, June 24, 2009 from 10:30 a.m. to 1:30 p.m.

Where: Skyline Hills Community Park, 8285 Skyline Dr., SD 92114

Who: San Diego Chargers player Matt Wilhelm; an estimated 1,000+ children with parents; the San Diego Food Bank; 15+ non-profit organizations; radio station Z90.3

Why: The San Diego Unified School District provides meals for over 77,000 students who qualify for free and reduced-price meals during the school year, but many students and parents are not aware of the summer lunch program in local parks. The kick-off BBQ event aims to increase awareness of this underutilized free summer lunch & snack program.

Editors notes:**About the SDUFD's Summer Fun Café:**

The Summer Fun Café is a program designed to bridge the “nutrition gap” during the summer when school is out and school meals are not available. It provides free lunches and snacks to children ages 2-18 in neighborhoods where more than 50% of the students qualify for free and reduced-price meals at their schools. There is no enrollment, no paperwork and no income qualifications required to participate.

Lunches and snacks are prepared and delivered to 21 community parks through a partnership with the City of San Diego Department of Park and Recreation.

In addition, the Summer Fun Café will be located at several SDUSD schools and at MCAS Miramar.

About the kick-off BBQ:

The BBQ kickoff event is designed to bring community-wide visibility to this program which is so vital for low-income children. The economic crisis has severely strained families and we want to get the message out about how easy it is to access nutritious free meals during the summer.

This year we are joined by the San Diego Food Bank which will be at the kickoff event to distribute free bags of fruits and vegetables and assist interested people in pre-screening for Food Stamps. They will also be at each of the park's special BBQ days.

The kickoff event will feature:

- San Diego Charger Matt Wilhelm will be event Master of Ceremonies
- Free BBQ for children and their parents (parent meals underwritten by SDG&E)
- San Diego Food Bank will distribute free bags of fruits and vegetables
- San Diego Food Bank will pre-screen interested people for Food Stamps
- Z90.3 Radio station will play music
- SDFB's Community Care Project partners offering information about a variety of social services to low income families
- Network for a Healthy California will hold a nutrition decathlon with lots of prizes
- Inflatable jumper

- Craft tables

About the San Diego Food Bank's Community Cares Project:

The Community Cares Project is an initiative of the San Diego Food Bank that combines food distributions with a "one-stop-shop" resource fair where people in need can receive information and assistance signing up for a range of programs including Food Stamps, housing assistance, employment training, low-cost utilities, services for the elderly and disabled, medical care, and much more.

Members include:

- 211 San Diego
- Alpha Project
- American Red Cross
- AT&T
- Armed Services Y.M.C.A.
- Catholic Charities
- Chicano Federation
- Comprehensive Training Systems
- Consumer Center for Health, Education and Advocacy
- Council of Community Clinics
- Family Health Centers
- Elder Help of San Diego
- Interfaith Shelter Network
- Jewish Family Service
- La Maestra Community Health Centers
- MAAC Project
- Meals on Wheels
- Mental Health Systems
- San Diego Coalition for the Homeless
- San Diego Hunger Coalition
- San Diego Y.W.C.A.
- SDG&E
- South Bay Community Services
- United Way of San Diego
- Urban League of San Diego County
- Vietnam Veterans of San Diego
- Workforce Partnership

For more information:

Details of locations and serving times are on the SDUSD web site at www.sandi.net/food

Contact Joanne Tucker, Food Services Marketing Coordinator at 858 627 7316 or

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