



United Way of Northern New York, Inc.
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FOR IMMEDIATE RELEASE

United Way of Northern New York, Cornell Cooperative Extension Join Forces for Food Drive

WATERTOWN, NY - Food insecurity remains a pressing issue in our local communities, with an increasing number of families turning to food pantries for support. The United Way of Northern New York, in collaboration with Cornell Cooperative Extension of Jefferson County, is proud to announce the upcoming Community Food Drive aimed at addressing this critical need.

Local pantries have reported a surge in the number of new families seeking assistance, many of whom are working tirelessly but struggling to keep up with the rising prices. Recognizing the significance of this issue, the United Way and Cornell Cooperative Extension have come together to make a difference and ensure that families have access to one of the most basic human needs: food.

The Community Food Drive will take place on Wednesday, June 21, at the Walmart parking lot on State Route 3 in Watertown. Each year on June 21, United Ways across the country participate in a nationwide day of service called Day of Action, an opportunity to mobilize the caring power of people in each community to show, by example, what it means to Live United. From 8 AM to 2 PM, individuals and organizations are invited to contribute non-perishable food items and hygiene products to benefit the pantries in Jefferson County. From 2 PM to 4 PM, local food pantries will be able to pick up the much-needed items and take them to distribute to their clients.

The timing of this drive aligns with the summer break from school when under-resourced parents and caregivers face additional challenges in meeting the nutritional needs of growing children. By supporting this initiative, the community can help alleviate the burden on families during this critical period.

The United Way of Northern New York calls upon all individuals, businesses, gyms, churches, and community organizations to lend their support to this important cause. Consider placing a collection box within your premises to gather donations. Volunteer for an hour or two at the event to help with the logistics. Spread the word by sharing the attached flyer within your circles of influence and follow the United Way on social media to amplify the message about the Food Drive.

A little goes a long way, and any contribution you can make will have a tangible impact on a friend or neighbor who is at risk of going without enough food. Those who have experienced hunger firsthand understand how debilitating it can be, particularly for children. Adequate nutrition is crucial for their ability to learn, grow, and thrive.

The United Way of Northern New York extends its heartfelt gratitude to everyone who continuously supports the community. It is an honor to Work United alongside each of you.

For any questions or interview requests regarding the Community Food Drive, please reach out to Rachel Burt, Director of Marketing & Communications, at (315) 755-1421 or rachel.burt@unitedway-nny.org.

About United Way of Northern New York: The United Way of Northern New York is a nonprofit organization dedicated to improving lives and strengthening communities in Northern New York. Through collaborations with various partners, the United Way works to address pressing social issues and create positive, lasting change.

COMMUNITY FOOD DRIVE

To Benefit Jefferson County Food Pantries

JUNE 21

United Way
UNITED WAY OF NORTHERN NEW YORK

UNITED WAY DAY OF ACTION 2023

Food Drop Off - 8 AM to 2 PM

Location: Watertown **Walmart** - 20823 State Route 3

For more information, call (315) 788-5631

Cornell University
Cooperative Extension
Jefferson County