



MEDIA ALERT
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Richmond Community Comes Together for Community Champions Week

RICHMOND, Va. – During the month-long celebration that is [March for Meals](#), Central Virginians join forces to support the thousands of seniors struggling with hunger and isolation in the region. And starting today, local elected officials, media personalities and associates from Food Lion, as part of the [Food Lion Feeds program](#), will lend a helping hand with FeedMore's [Meals on Wheels program](#) to celebrate March for Meals Community Champions Week.

"What's great about March for Meals is everyone in our community is involved," said Doug Pick, Chief Executive Officer at FeedMore. "By volunteering, donating or speaking out, we help ensure our homebound seniors live a more healthy, happy and independent life at home, where they want to be."

Throughout the week, FeedMore will enlist the help of the prominent figures throughout the community to help deliver meals and assist with other Meals on Wheels volunteer activities. Sponsored by Food Lion Feeds, who is donating food, funds and time, March for Meals Community Champions Week helps build support that will enable FeedMore's Meals on Wheels program to continue delivering nutritious meals, friendly visits and safety checks to Central Virginia's homebound seniors all year long.

"We're honored to partner with FeedMore on this hunger-relief initiative in the Richmond community," said Christy Phillips-Brown, Director of External Communications and Community Relations at Food Lion. "Our commitment is to help end hunger in the communities we serve through food donations, associate volunteerism and advocacy, as we have committed to donating 500 million meals by the end of 2020. This program enables us to help nourish those in our community who may not have a warm meal, while providing our associates an opportunity to help their neighbors in need."

For more information on how to volunteer or contribute to help the homebound seniors in the community, please visit FeedMore.org/march-for-meals. For additional information on Community Champions Week daily schedules and appearances, please contact Jessica Howe.

About FeedMore

FeedMore is Central Virginia's core hunger-relief organization comprised of programs like the Central Virginia Food Bank, Meals on Wheels, the Mobile Pantry and Kids Cafe. Spanning nearly one-third of the state, across 34 counties and cities, FeedMore serves more than 200,000 individuals in the region's most vulnerable populations – children, families and seniors. Working together to efficiently and effectively fight hunger, FeedMore's multi-tiered approach and comprehensive programs are dedicated to nourishing the community while empowering lives. For additional information, please visit FeedMore.org, find us on [Facebook](#) and follow us on [Twitter](#).

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