



Media Release | 6 August 2012

## Celebrity Chef Lorraine Pascale, FareShare and Sainsbury's join forces to fight food poverty in the UK



This October, food charity FareShare is again working with Sainsbury's on the second annual Million Meal Appeal, and we need your help.

FareShare is seeking volunteers to assist with this unique one day food drive at 600 Sainsbury's stores across the country. On the day volunteers will greet customers and ask them to buy an extra item of food from the Million Meal Appeal shopping list. FareShare will then deliver the donated items to over 700 charities and community projects across the UK, to be eaten by people in need.

Chef Lorraine Pascale urged the public to get involved.

"The Million Meal Appeal is a wonderful initiative. I encourage everyone to volunteer at their local Sainsbury's supermarket on the 6th of October and

help FareShare fight hunger and food waste in the UK. Your support can make a real difference and together we can provide vulnerable people in your community with good quality, nutritious food," said Lorraine.

Lindsay Boswell, CEO, FareShare said: "Thanks to the generosity of Sainsbury's customers, donations from last year's event allowed us to deliver food for over 1.2 million meals and this year we are hoping to deliver even more, but we can't do it without the crucial help of volunteers."

Potential volunteers are encouraged to visit [www.fareshare.org.uk](http://www.fareshare.org.uk) with their family and friends to register. Participants will be able to choose their preferred Sainsbury's store to volunteer at and have the choice of a morning or afternoon shift.

Andy White, Community Affairs Manager, Sainsbury's, said: "We had such an overwhelming response from our customers to last year's initiative involving 600 stores across the country and we're excited to be working with FareShare again. The total of 1.2 million meals donated last year would be enough to feed a sold-out London Olympic Park 15 times! We hope from this year's campaign that we can further raise awareness of food poverty in the UK and support those charities and projects that need our help".

The Million Meal Appeal comes at a crucial time. A recent survey found over 40% of the charities FareShare supports are struggling to meet demand, while 65% said they were cutting their food budgets in an effort to stay afloat. It is estimated that around 5.8 million people in the UK live in deep poverty, meaning that they struggle to afford basic things like food.

Last year, FareShare rescued a staggering 3,600 tonnes of surplus food which contributed towards more than 8.6 million meals, feeding 36,500 people a day.

The Million Meal Appeal will be held across 600 Sainsbury's stores on Saturday 6 October 2012.

**ENDS**

### **Notes to Editors**

#### **Media enquiries:**

Maria Kortbech-Olesen | 020 7394 2467 | [maria.olesen@fareshare.org.uk](mailto:maria.olesen@fareshare.org.uk)

Shakira Silvestri | 020 7394 2460 | [shakira.silvestri@fareshare.org.uk](mailto:shakira.silvestri@fareshare.org.uk)

#### **About FareShare**

FareShare is a charity fighting hunger and food waste throughout the UK. It does this by regularly working with over 100 food and drink companies to rescue good quality surplus food that would otherwise go to waste. It then distributes this food to charities and community projects across the country.

FareShare currently has 17 locations throughout the UK, delivering to over 700 community projects, including hostels, day centres, women's refuges and children's breakfast clubs.

As well as being voted the Third Sector's Most Admired Charity in 2010, FareShare was recently named as one of the Global Journal's Top 100 NGO's worldwide.