



EMBARGO 1 JUNE 2010

OZHARVEST AND DO SOMETHING JOIN FORCES TO FEED SYDNEY 1-30 JUNE 2010

Two of Australia's most decorated activists, Ronni Kahn of food rescue charity OzHarvest and Jon Dee of action group Do Something, have joined forces to launch **Feed Sydney**, a month-long campaign running 1-30 June 2010, aiming to feed an extra 250,000 vulnerable people this winter. This inaugural campaign highlights the issues of food wastage, food poverty and food recovery with all money raised going directly to charities who serve food and provide daily services necessary to those in need.

Joining Kahn and Dee at the formal launch of **Feed Sydney** on Tuesday, 1 June 2010, will be businesswoman and patron of OzHarvest Thérèse Rein, the wife of Prime Minister Kevin Rudd.

Food poverty in NSW is a hidden epidemic. Many of those suffering include children going to school without breakfast, families where a parent has lost their job, the elderly, frail, the unemployed, the homeless and the sick.

Increasingly, however, it is the working poor. They pay their mortgage or rent and the weekly bills but do not have enough money left for a week's worth of food. They will sacrifice food and even medicine to keep a roof over their heads.

It will be easy to support **Feed Sydney** by:

- donating securely online at the **Feed Sydney** website (www.feedsydney.com.au)
- adding a donation to the shopping bill at all NSW Woolworths checkouts (a separate receipt is given for all tax deductible donations over \$2)

Two thirds of the funds raised by **Feed Sydney** will be distributed amongst the 160 local food charities supplied by OzHarvest in and around Sydney. The remaining one third of funds raised this year will be spent on collecting and rescuing more food and distributing more free meals to hundreds of charities.

Feed Sydney 2010 is supported by Woolworths, Linfox and media partners Cumberland Courier Newspapers and 702 ABC Sydney and will encourage the community to do something about food poverty and food waste throughout the month of June and beyond.

Ronni Kahn said, "*When people support the Feed Sydney campaign, OzHarvest will be able to help charities directly. Our aim is to feed an extra 250,000 people this winter and to provide*

extra services for those in need. With the money raised, the 160 charities that we help will be able to get additional resources to continue their work and help communities at risk."

Jon Dee said, "Hunger has no prejudice. Hard financial times are making it difficult for many people to put food on the family table. As a result the number of people in NSW seeking food assistance has increased in the last 12 months, putting a real strain on food charities. Feed Sydney will help shine a light on the food poverty in our midst, and do something practical for those in our community who are doing it tough."

Leading Sydney chefs, including Neil Perry, have also come on board the **Feed Sydney** campaign, with more names to be confirmed prior to launch.

The **Feed Sydney Restaurant Night** will be held on Wednesday, June 16 (halfway through the campaign), where Sydneysiders can eat at their favourite restaurant with a percentage of their meal cost going towards **Feed Sydney**.

Please see further information on Ronni Kahn / OzHarvest and Jon Dee / Do Something and the food facts attached.

For more information about **Feed Sydney** visit www.feedsydney.com.au or to arrange an interview with OzHarvest's Ronni Kahn or Do Something's Jon Dee:

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ABOUT RONNI KAHN AND OZHARVEST

Ronni Kahn heads up **OzHarvest**, the nation's leading food rescue operation that has been feeding Sydney, Canberra, Wollongong and Newcastle's hungry for the past six years. Kahn is also Australia's Local Hero 2010, part of the Australian of the Year awards, and has worked tirelessly to bring the issue of food recovery to the mainstream. Ronni has been a NSW Australia Day Ambassador for the last three years and was a finalist in two categories of Telstra Business Women's Awards 2008. In December 2008, Ronni was voted one of the Top 100 Most Influential People in *the (sydney) magazine* and in April 2009 was named a recipient of the Vodafone Australia Foundation's World of Difference program.

Using a fleet of seven vans, **OzHarvest** rescues food from restaurants, retailers and food outlets throughout Sydney, Canberra, Wollongong and Newcastle to deliver over 5000 meals each day to 190 charities. Without OzHarvest, many men, women and children would go without a meal. To date, OzHarvest has delivered over five million meals. OzHarvest was founded in November 2004 when Ronni, then an event organiser, was so stunned at the amount of food wasted she did something about it. For more information see www.ozharvest.org

ABOUT JON DEE AND DO SOMETHING!

Jon Dee is the Founder and Managing Director of action group **Do Something** and is the NSW Australian of the Year for 2010. He is also well known as the founder of Planet Ark. He is one of Australia's best-known environmental and social activists and is renowned for fearlessness matched with business pragmatism.

Jon founded Do Something with Pat Cash and Tina Jackson in 2008. Do Something works with business, government and the community to create positive social and environmental change. In 2008, Jon established Do Something's FoodWise campaign, which shows people how to reduce the environmental impact of the food that they eat. With Australians spending \$5.2 billion per annum on food that they waste, the campaign aims to reduce the 3 million tonnes of food that Australians throw away every year. The campaign is also promoting food charities who are trying to rescue and reuse high quality food that would otherwise be sent to landfill. For more information visit www.dosomething.net.au

FAST FOOD FACTS

- Australians throw away \$5.2 billion a year of good food
Source: The Australia Institute, 'What a waste' report, November 2009
- Three million tonnes of food is driven to landfill in Australia each year
Source: www.FoodWise.com.au
- Two million Australians rely on food relief at some point every year
Source: www.FoodWise.com.au
- 15 per cent of clients of major welfare agencies do not enjoy a decent meal at least once a day, with the proportion increasing to 16 per cent for households with children and to 18 per cent for clients with disability or restrictive medical conditions
Source: Mission Australia, Anglicare, Australian Council of Social Service, Social Policy Research Centre and the Brotherhood of St. Laurence, Left Out and Missing Out: Voices from the Margins (2007) and Left Out and Missing Out: Disability and Disadvantage (2007)
- 60,000 low-income working families in Australia go without meals at least once a day
Source: Vic Health, 'Healthy Eating, Food Security Investment Plan 2005 – 2010', August 2005