



For Immediate Release

Kim Spence, AWRT, SoCal Chapter
Public Relations Director
press@awrtsocal.org
(310) 463-4201

Laura Behrman, AWRT, SoCal Chapter
President
president@awrtsocal.org
(818) 569-3148

www.awrtsocal.org

MEDIA ALERT:

General Mills donates Fiber One cereal and chewy bars in support of Los Angeles Regional Foodbank's "Season For Sharing"

---The Celebrity and Media Volunteer Day at the LA Regional Foodbank is hosted by actress Jennifer Love Hewitt and the American Women in Radio & Television Southern California Chapter---

Burbank, CA (Tuesday, November 10, 2009) – Celebrity spokesperson, Ajay Mehta, who appears in the General Mills Fiber One ad campaign, will present the Los Angeles Regional Foodbank with pallets of Fiber One cereal and chewy bars donated by the General Mills Foundation during Celebrity and Media Volunteer Day at the Los Angeles Regional Foodbank, Saturday, November 14. The special event, hosted by Jennifer Love Hewitt and the American Women in Radio and Television Southern California (AWRT SoCal) Chapter, will kick off the Foodbank's "Season For Sharing" and help raise awareness of the organization's growing need for food donations and volunteers.

"We are thrilled about this amazing donation from the General Mills Foundation being offered Saturday at the Season For Sharing event," says Laura Behrman, President of AWRT SoCal and Event co-host. "Their generous gift of food will help make the holidays more plentiful for many families in need."

As a result of state budget cuts and rising unemployment rates, hunger is becoming a more critical problem in Los Angeles County. At this time when our community is experiencing the difficulties of the economic downturn, charitable organizations like the Los Angeles Regional Foodbank are being faced with record increases in demand. The Los Angeles Regional Foodbank has increased volume by 41%, the equivalent of 5 million meals, year to date compared to last year; however, there still remains a gap between the overall demand for food assistance and the supply of food.

"The Foodbank is grateful for General Mills continued support of our hunger relief

efforts,” said Michael Flood, President/CEO of the Los Angeles Regional Foodbank. “This generous donation will be a great help in our efforts to feed the needy in our community during this holiday season.”

During “Season For Sharing,” local celebrities and media are rallying together to help assemble and ready food packages at the Los Angeles Regional Foodbank for distribution to the community, including Candy Spelling, Kathryn Joosten (Desperate Housewives); Patricia Kara (Deal or No Deal); Jessica Kinni (VH1s Rock of Love 2, VH1 Charm School); Maureen McCormick (The Brady Bunch); Becca and Meaghan Martin (Camp Rock); Kayla Ewell (Vampire Diaries); Shailene Woodley (The Secret Life of the American Teenager); Erica Hubbard (Lincoln Heights); Ajay Mehta (Fiber One); Chelsea Hightower (Dancing with the Stars); Kate Linder, Actress; Rick Yune, Actor; Actress; Anita Vogel, Correspondent, Fox News Channel; Alysha Del Valle, Morning News Team, KABC Eyewitness News; Jo Kwon, General Assignment Reporter, KABC 790; Shira Lazar, Blogger, The Pop Report; Marcela Luevanos, On Air, Exitos 93.9 with attendance from Variety, CBS Radio, KTTV Fox 11 and KCOP My 13 Los Angeles, Power Women Magazine & Radio Show, KABC Radio, Premiere Radio Networks, Southern California Broadcasters Association, Muse Artist Management, Radio Disney AM 1110, 710 ESPN, Global Vision Editing, VCI Solutions, Celebrity Photo Agency, The Multi Cultural Cooking Network and Look to the Stars, Press Association, Lifetime Networks, London Entertainment, General Mills, and more.

To learn how you can help or to donate to the AWRT SoCal Virtual Food Drive for the Los Angeles Regional Foodbank, please visit <https://www.lafoodbank.org/ssl/awrt.htm>. For more information, visit www.awrtsocal.org or email info@awrtsocal.org.

One out of every eight people in Los Angeles County is at risk of hunger

- WHO:** General Mills celebrity spokesperson Ajay Mehta, celebrities, media, and members of the American Women in Radio & Television Southern California Chapter
- WHAT:** Los Angeles Regional Foodbank’s “Season for Sharing” Celebrity & Media Volunteer Day
- WHEN:** Saturday, November 14, 2009, 8:45 am - 12:00 pm
- WHERE:** 1734 E 41st Street, Los Angeles, CA 90058
- WHY:** To create awareness of the growing need for volunteers and donations at the Los Angeles Regional Foodbank this Holiday Season.

RSVP: To attend “Season For Sharing”, celebrities, media, and AWRT SoCal members and their guests should RSVP at rsvp@awrtsocal.org.

TO HELP: To learn how you can get involved or to donate to the Los Angeles Regional Foodbank, please visit <https://www.lafoodbank.org/ssl/awrt.htm>.

ABOUT GENERAL MILLS FOUNDATION:

The mission of the General Mills Foundation, celebrating more than 50 years of giving, is to nourish communities. In fiscal 2009, General Mills awarded more than \$90 million to communities across the country, representing more than 5 percent of company pretax profits that year. Of the total, the Foundation contributed \$21 million in grants in the targeted areas of hunger and nutrition wellness, education, social services, and arts and culture. In addition, 82 percent of employees volunteer in the communities where they live and work.

ABOUT THE LOS ANGELES REGIONAL FOODBANK:

The Los Angeles Regional Foodbank is a non-profit, charitable organization established in 1973 and is one of the largest food banks in the United States. Through a network of over 540 charitable agencies with more than 900 sites, the Foodbank supplies enough food for over 700,000 meals each week in Los Angeles County. The Foodbank is affiliated with Feeding America. For more information, visit <http://www.lafoodbank.org>.

Contact:

Amanda Brocato
FIFTEEN MINUTES PUBLIC RELATIONS
Amanda@FifteenMinutes.com
323.556.9700

Ryan Croy
FIFTEEN MINUTES PUBLIC RELATIONS
Ryan@FifteenMinutes.com
323.556.9700

ABOUT AWRT SOUTHERN CALIFORNIA:

American Women in Radio & Television (AWRT) is the longest established professional association dedicated to advancing women in media and entertainment. [AWRT is a National organization](#), with local chapters across the country. AWRT carries forth its mission by educating, advocating and acting as a resource to its members and the industry at large.

Founded in 1951, AWRT works to improve the quality of electronic media;

promote the entry, development and advancement of women in the field; foster communication and idea exchange; and give back to the community we serve. For more information, visit www.awrt.org.

The [Southern California Chapter of AWRT](http://www.awrtsocal.org) is a non-profit membership organization for women and men who work in the electronic media and allied fields in Los Angeles, Orange, San Diego and Ventura counties. The Southern California Chapter of AWRT offers numerous local benefits to its members, including networking events, educational programs, community outreach, career counseling and occupational training. Founded in 1952, the first Chapter president was Jeanne Gray-McDonald, after whom the Chapter's prestigious Genii Award is named. For more information, visit www.awrtsocal.org.

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