



NeighborImpact

Critical Needs. Diverse Services. Empowering Change.

FOR IMMEDIATE RELEASE: March 23, 2007

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On NeighborImpact Day, Food Prepared Becomes an Asset Shared

(REDMOND, OR) Fifty percent of proceeds gained during the launch of Oregon's second Entrees Made Easy on 'NeighborImpact Day', will benefit non-profit, NeighborImpact. Customers who either prepare meals for themselves or their families with Entrees Made Easy or buy a calendar of the "Muscle Gourmet" - Bend's Chef Dave Nathan - will contribute to the proceeds. It is hoped enough revenue will be gathered to help the local non-profit agency better face its deficit caused by recent cuts in Federal Food and Emergency Shelter Funds for Deschutes County.

Donating to NeighborImpact is a good choice since 75 percent of the food used in local service agencies comes from NeighborImpact. But also, said publicist Harold Olaf Cecil, "on a corporate level, it is part of the franchise's business plan to support community causes." Further says Cecil, the Bend owners of Entrees Made Easy, Sallie and Lloyd (Brogan), chose NeighborImpact since,

"they are in the business of feeding people, they liked the idea of feeding people who may otherwise go hungry."

As a result, debuting with NeighborImpact as beneficiary of the 'Day' was both anticipated and demonstrates its commitment to building assets for the local fight against hunger. According to NeighborImpact's Food Program Specialist, Steve Murray, the follow stats give us a brief profile of the issue in Central Oregon:

- In Central Oregon, from 2000-05 the number of people eating from food boxes increased by 41 percent
- Each month, over 6,000 meals are served at emergency meal sites
- Over 40 percent of the people who access meals from emergency food boxes in are under 18 years of age
- Each month, 1,900 emergency food boxes are distributed in the tri-county area, providing for 6,500 people
- Central Oregon families face high housing costs as well as rising costs for health care. Hence, 45 percent of families who regularly receive food boxes have at least one member of the household working

During this past winter term student-volunteers from OSU's Families in Poverty Class interviewed visitors at various hot meal sites in Bend, Redmond and Madras. The students found qualitative data about the individuals receiving food at the sites as well. Their interviews suggested that many were not there simply for a 'free meal'. On the contrary, several meal site visitors indicated that the meal was a strategic way to save money, as a financial asset, to offset other costs such as rent, transportation, or utilities.



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'Nourish Your Family, Feed the Community'

on

"NeighborImpact Day"
launched by Entrees Made Easy

at the
Bend River Promenade
3188 N. Highway 97, Suite 105
March 31st, 10 a.m. to 6 p.m.

'In attendance'

Lloyd and Sally Brogan – Owners of Entrees Made Easy

Bend Chef Dave Nathan – The "Muscle Gourmet"
+ his calendar & his rolling pin

"Together We are Strong Enough to Beat Hunger in Central Oregon"

Steve Murray – NeighborImpact Food Program Coordinator

Cheryl Clemens & Laura Sutton – Coldwell Banker/ NeighborImpact Board

Sharon Miller – Executive Director of NeighborImpact

Chloé Giselle Frommer – Neighbor Impact Media, Events and Volunteers

The Entrees – *made easily, buy one get & free*

The supportive community

Goals in fighting hunger and building assets for community

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