



For Immediate Release

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Pledge to Help End Senior Hunger by 2020

Meals On Wheels Leads Area Initiative

Rochester, NY – Visiting Nurse Meals On Wheels (MOW) is participating in the March For Meals national campaign, initiated and sponsored by Meals On Wheels Association of America (MOWAA), to raise awareness of senior hunger and to encourage action on the part of the local community.

A major aspect of the 2010 March For Meals campaign is for Americans to team up with their local Meals On Wheels program and **Take the Pledge** to end senior hunger in America by 2020. MOWAA sites two reports – *Senior Hunger in the United States: Differences across States and Rural and Urban Areas* and *The Causes, Consequences and Future of Senior Hunger in America* – that update the findings on the extent and distribution of senior hunger across the nation using data from 2001-2007. As of 2007, there were nearly 6 million seniors facing the threat of hunger. MOWAA has set a goal to match that number – with 6 million people who are willing to stand up and pledge to do what it takes to end senior hunger by 2020. **New York State is ranked 28th** in the study.

“We are excited about our March For Meals campaign. Our goal is to recruit as many people as we can in the Rochester area to join us by taking the Pledge to end senior hunger in America by 2020,” said Phil Shipper, director, Meals On Wheels.

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MOW needs your help to show that the Greater Rochester community is on the forefront of ending senior hunger. They need you to Take the Pledge to end senior hunger. Go to <http://www.mowaa.org/pledge> to pledge your commitment.

About Meals On Wheels

VNS established the Meals On Wheels program, the third oldest in the United States, in 1958 and has since served nearly 10 million meals throughout Monroe County. In collaboration with the American Red Cross, Greater Rochester Chapter, MOW ensures that more than 2,000 individuals receive 350,000 meals per year. The program is ranked among the top 2 per cent of programs in the U.S., accredited by the Meals On Wheels Association of America. Not just a meal delivery service, the program has evolved into a complete nutrition resource for the community, expanding its reach through innovative programs and partnerships with other community service organizations. For more information on receiving meals, please call 585-787-8397; to volunteer, please call 585-787-TEAM (8326) or visit www.vnsnet.com.

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