



FOR IMMEDIATE RELEASE

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Sheboygan County Food Bank Postpones its Significant Holiday Lights Hunger Run/Walk Fundraiser to November, 2021

Sheboygan, WI (September 1, 2020) –

In the wake of the current health crisis, doing all that we can to support the overall well-being of Sheboygan County residents remains a high priority for us. We are continuing to take many precautions to best protect staff and volunteers at Sheboygan County Food Bank while ensuring our partners have what they need to safely serve emergency food to our neighbors.

Since contributing to the health of our community is important to us in all that we do, we have made the difficult decision to *postpone our 4th annual Holiday Lights Hunger Run/Walk that was scheduled for Saturday, November 21, 2020 to 2021.*

There is no doubt that this crisis has generated a unique challenge for Sheboygan County Food Bank. As of June, the total families we served through our partners increased to 9,465 families per month – up 286% from the beginning of the year. This means many more of our neighbors have become dependent on emergency food distribution services. We continue to distribute supplemental food through special programs to the most vulnerable populations – including seniors in need on a monthly basis and children who are not eating enough on the weekends. With the loss of food donations because of the health crisis, we are also filling the gaps by purchasing a substantial amount of food. We normally rely on donations from our partner food drive events, community food drives, and grocery stores gleaning program.

The Holiday Lights Hunger Run/Walk is Sheboygan County Food Bank's single, annual event and a significant fundraiser that we now depend on. In the first three years of the event, we received about \$70,000 in revenue and were projecting over \$30,000 in net income for 2020.

If you would like to still take steps against hunger with us this year, donating money is the easiest, safest way to help so that we can purchase food and continue to run our operations. In fact, if you would like to contribute, right now is a great time to do so as the Hunger Ball of Sheboygan County board of directors recently announced a generous match of up to \$15,000 for donations made to Sheboygan County Food Bank through September 30. We gratefully appreciate checks made payable to "Sheboygan County Food Bank" and mailed to our location, 3115 N. 21 St., Suite 1, Sheboygan, WI 53083. Donations can also be made online on our website at SheboyganCountyFoodBank.com.

Even though we won't be seeing you for our event this year, beginning on Friday, November 27, 2020, 5:00 PM – 9:00 PM, you can safely drive-thru the holiday lights show at Evergreen Park with your non-perishable food donations to see the festive, hard work displayed by our long-time partners and friends, [Making Spirits Bright](#). We are hoping that this nightly event that goes through December 31 (closed on December 24) will be a great success this year given that the style of Making Spirits Bright allows for safe distancing.

We know that for many the Holiday Lights Hunger Run/Walk has become a tradition to kick-off the holiday season and we thank you for understanding our decision that was made with our community's best interest in mind. We look forward to again providing the opportunity for our community to support the children, families, and seniors who we serve and, in turn, enjoy a family-friendly event. Please look forward to joining us for our next Holiday Lights Hunger Run/Walk on Saturday, November 20, 2021.

Are you willing to share your top reason for joining us in the past, idea(s) for our 2021 event, and favorite memory from our past events for a chance to WIN a free 2021 registration? We would love to hear from you! Please fill out our short online survey [here](#). On October 1, 2020, we will be randomly choosing three respondents to each WIN a free 2021 5K run or 1 mile walk registration (winner can choose which event he/she would like to register for). We will notify winners on October 1 via email.

To donate online now and for the latest updates, resources, and FAQs related to emergency food in Sheboygan County, please visit our website at SheboyganCountyFoodBank.com