Walk Off Hunger is a community awareness event and fundraiser that unites FeedMore WNY’s four-county service area – plus it’s fun! This year, the 15th annual Walk Off Hunger will be held at River Fest Park in Buffalo, with satellite walks happening in Cattaraugus, Chautauqua and Niagara counties.

General registration is $25 and groups of 4 or more can register for $20 each. Participants aged 12 and under are free. General and group registration includes an event gift, personal fundraising page, access to our virtual auction and more! Walk with us and help provide nutritious food to the growing number of our WNY neighbors in need.

Registration, fundraising pages and additional information are available at walkoffhunger.givesmart.com.

Walk Off Hunger is presented by Evans Bank.

FeedMore WNY offers dignity, hope and a brighter future by providing nutritious food, friendship and skills training to its Western New York neighbors in need. Through its Food Bank Distribution Center and partner hunger-relief agencies, as well as its Meals on Wheels and other targeted feeding programs, FeedMore WNY alleviates hunger and assists community members of all ages throughout Cattaraugus, Chautauqua, Erie and Niagara counties.

In February 2019, the Food Bank of Western New York, Meals on Wheels for Western New York and the Meals on Wheels Foundation of Western New York announced that they were forming a joint organization in order to tackle the root causes of hunger while better reaching underserved populations and more efficiently meeting the needs of the community. The new organization, known as FeedMore WNY, expanded upon Meals on Wheels’ and the Food Bank’s current programming with plans to add new services, including child summer and afterschool feeding programs, food pantries for mobile seniors and workforce development training through the establishment of a community kitchen.
Help us spread the word about Walk Off Hunger! Like and follow our social media channels listed below for more information prior to the event. We encourage you to share posts related to Walk Off Hunger leading up to Saturday, October 15, 2022.

Registration, fundraising pages, online auction and more: walkoffhunger.givesmart.com

Event information: www.feedmorewny.org/walk-off-hunger

**social media and web presence**

![Social media icons]

@feedmorewny  @feedmorewny  @feedmorewny  @feedmorewny  feedmorewny.org

**key hashtags**

- **#WalkOffHunger**
  The primary hashtag for this event. This should be used when mentioning the event in a post or tweet. Posts with this hashtag may be shared by the official FeedMore WNY account.

- **#FeedMoreWNY**
  The #FeedMoreWNY hashtag should be used when mentioning FeedMore WNY on a social media platform other than the sites listed above. (e.g. Pinterest, YouTube, TikTok, etc.)
For sponsoring organizations and businesses:

Join us at this year’s #WalkOffHunger benefiting @FeedMoreWNY! Walk with us at River Fest Park on October 15 and help us take steps to fight hunger in Western New York. Learn more and register at feedmorewny.org/walk-off-hunger

[Your organization] is proud to sponsor the 15th annual #WalkOffHunger, benefiting @FeedMoreWNY! Join us on October 15 at River Fest Park. Learn more at feedmorewny.org/walk-off-hunger

We are taking steps to fight hunger in Western New York! We’re proud to sponsor this year’s #WalkOffHunger, benefiting @FeedMoreWNY!

For individuals:

On October 15, I will #WalkOffHunger in support of @FeedMoreWNY! View my fundraising page at [insert your link]

Join me at #WalkOffHunger, benefiting @FeedMoreWNY! Register here to join me: feedmorewny.org/walk-off-hunger

Help me #WalkOffHunger this weekend! Join me at River Fest Park on October 15 and take steps to help @FeedMoreWNY fight hunger in our community! Learn more: feedmorewny.org/walk-off-hunger
downloads

Please click here to access downloadable versions of these images, logos and more.

Click here to view and download promotional images
FeedMore WNY’s impact in 2021

Distributed more than 13.7 million pounds of food through our food bank distribution network to feed hungry children, families and older adults throughout Cattaraugus, Chautauqua, Erie and Niagara counties.

Prepared and delivered more than 1.3 million nourishing meals to homebound neighbors and to older adults served through community dining sites.

Provided free workforce development to people with high barriers to employment through our RISE program. Students received multiple job offers upon completion of the course.

Launched our Farm Market to provide fresh fruits and vegetables at convenient stops in areas of our community where produce is not easily accessible.

Grew 800 pounds of nutritious kale in our Rooting for Our Neighbors hydroponic container farm – and acquired a second container farm to harvest more fruits and vegetables year-round.

Shared friendly conversations through 3,497 companion calls. Volunteers provided friendship and support to home-delivered meal recipients living alone.
We are happy to address any questions you have about this social media toolkit, the Walk Off Hunger signature walk event, sponsorships or FeedMore WNY.

For inquiries about Walk Off Hunger, registration or meet-ups, contact Marinda Frazier at mfrazier@feedmorewny.org

For media requests, contact Catherine Shick at cshick@feedmorewny.org

For general information about FeedMore WNY, email your question to hello@feedmorewny.org