



Dear %%first_name%%,

TODAY IS HUNGER ACTION DAY! Join advocates across Massachusetts, and the country, by wearing orange—the national color of hunger—to raise awareness of food insecurity and stand in solidarity with our neighbors in need. [Here is a toolkit for how to get involved.](#)

Governor Charlie Baker declared September as “Hunger Action Month” in Massachusetts, and Mayor Marty Walsh proclaimed Thursday as “Hunger Action Day” in Boston. Landmarks across the city are going orange, including the Prudential Center, Boston City Hall, the Zakim Bridge, the Museum of Science, and more.

Are you ready to take action today?

How to Take Action

- **Tune in to WCVB Channel 5** for a special Hunger Action Day virtual fundraiser and to hear more about how GBFB and our partners are serving families.
 - The coverage will include feature stories in all WCVB news programs about GBFB’s school-based pantries, community college mobile markets, and volunteers along with interviews with GBFB partners and **two interviews with Catherine D’Amato at 10:20 a.m. and 5:20 p.m. Mayor Walsh will be live at 5:45 p.m.**
 - Channel 5 will also be airing the food bank’s Hunger Action Month 30 second PSAs in every available local commercial break throughout the day. [Here’s a link to see the commercial that WCVB put together to promote their HAD coverage.](#)

- **Raise awareness about hunger on social media. Wear orange and post a selfie.** Share your pictures, stories, and calls to action on social media.
 - **Tag @Gr8BosFoodBank** and use the hashtags #HungerActionMonth, #EndHungerHere, and/or #EveryActionCounts, so we can amplify your posts!
 - Spread awareness by sharing stories like this new [Frontline documentary](#) on childhood poverty and growing up food-insecure in America.
- **Advocate** – [Tweet at your Congressperson and Senator to #BoostSNAPNow in the next COVID-19 relief bill.](#)

Stay in Touch

To stay up to date on all Hunger Action Month activities, please [visit our Hunger Action Month page](#) and follow us on social media. If you have any questions, please reach out to our Government Relations Team (Catherine Drennan & Dan McCarthy) at govrelations@gbfb.org.

We hope you can join us (virtually) in taking action today. This September is an opportunity to expand our allies and partners in our year-round mission to End Hunger Here.

Thank you for your dedication to this important work.

Gratefully,



Catherine D'Amato
Catherine D'Amato
President & CEO, The Greater Boston Food Bank



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