



**MEDIA CONTACT:** Gary Schueller / 914-907-2169  
gschueller@foodforthoughtdenver.org

## **FOOD FOR THOUGHT TO HOST 10TH ANNUAL ROCK-A-BELLY FUNDRAISER**

*June 10th Event Raises Money to Realize Mission of Eliminating Weekend Hunger Gap*

- **School, Administrator and Volunteer of the Year Awards will be presented.**
- **Award-winning non-profit is 100% volunteer run so every dollar raised goes directly to providing food for hungry kids.**
- **55,000 Denver kids qualify for free or reduced school meal programs and do not have enough to eat from Friday lunch to Monday breakfast.**

**May 16 (Denver, CO)** — [Food For Thought Denver](#) (FFT) celebrating its 11th anniversary, will stage its premiere fundraiser, Rock-A-Belly, in Golden at [The Rose](#) (1119 Washington Ave.) from 6 pm-10:30 pm on June 10. [Tickets](#) are available for \$100. The event features a live-performance by the 6 Million Dollar Band (high-energy 80's covers). The innovative non-profit was created to eradicate the weekend hunger crisis facing area students.

Although Colorado is the 9th richest state in America, 15% of its kids are unsure where they will get their next meal. FFT takes a simple, but highly potent approach to feeding hungry Denver kids. Each Friday morning during the school year, volunteers gather at two packing locations and prepare 6,500 "power sacks," bags packed with energy-rich food. FFT then delivers the bags to 76 area schools, in which the majority of the student population is eligible for free and reduced lunch programs and students come from households earning less than \$30,000 per year. The school network has grown exponentially: when FFT was created in 2012 it worked with two schools. Since its inception FFT has delivered 5.2M+ lbs of food.

"We continue to be inspired by the power of our community of volunteers, school administrators and sponsors and the significant impact we have made in narrowing the weekend hunger gap," said Bob Bell, FFT's Founder. "Rock-A-Belly, made possible thanks to our generous friends at The Rose, is an opportunity to celebrate this community and raise funds to accelerate progress toward eliminating the weekend hunger gap."

### **ABOUT FOOD FOR THOUGHT DENVER (FFTD)**

FFT exists to eliminate the weekend hunger crisis facing Denver's students. Colorado is the 9th richest state, yet 1 in 7 of its kids are unsure where they will get their next meal and 55,000 Denver students qualify for free/reduced school meal programs. These kids depend on school meals and go hungry from Friday's lunch to Monday's breakfast.

Founded in 2012 by Bob Bell, FFTD takes a simple, but potent approach to combating the weekend hunger gap. The 100% volunteer-led organization has no paid staff and all operating costs are funded by its Board and supporters, so every dollar donated goes only to feeding hungry kids. Each Friday during the academic year, hundreds of volunteers gather in two Denver locations to assemble "PowerSacks," bags full of energy-packed food that are delivered to 76 area schools. FFTD primarily serves Title I (households with \$30,000 or less in annual income). Since its inception, FFTD has distributed 5.2M lbs of food to 800,000 kids. To learn more about FFTD and to join our movement as a volunteer or donor, visit [www.foodforthoughtdenver.org](http://www.foodforthoughtdenver.org) and follow us on [IG](#) and [FB](#) or [LinkedIn](#)