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**For Immediate Release**

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Arc Thrift Stores & 7NEWS Kick-Off “Feed Colorado” Food Drive

*Non-perishable food items for VOA’s Meals on Wheels can help*

*address the growing concern of hunger in senior communities*

**Denver, Colorado** – As the population ages, hunger in our senior community is a growing concern. 1 in 7 Colorado seniors have to choose between buying food and paying bills. In addition to budget concerns, challenges with transportation, functional limitations, or health problems also contribute to the problem. Arc Thrift Stores, Volunteers of America and 7NEWS are kicking off the 15th annual “Feed Colorado” food drive and Meals on Wheels will be one of the major beneficiaries.

Last year a record 170 tons of food was collected. “This food drive is a collaborative effort and significant to the Volunteers of America and the beneficiaries they serve. In the past this has been their single largest donation of food and with community support, it can be again.” stated Lloyd Lewis, President/CEO, Arc Thrift Stores.

Coloradans are very generous, but also very busy. One of the keys to the success of this food drive is how easy it is to participate, with drop-off or pick-up options.

There are three easy ways to donate now through April 30, 2015.

1. 1-800-283-2721 to schedule a free pick-up.
2. Convenient drop-off at more than 50 locations across the Front Range including: 7NEWS, Avocet Communications, Arc Thrift Stores, and at 9 different Colorado Breweries. Visit <http://www.ArcFeedColorado.com> for an entire list of drop-off locations.
3. Schedule a pickup online at [www.arcfeedcolorado.com/schedule-a-pickup.html](http://www.arcfeedcolorado.com/schedule-a-pickup.html) or <http://www.arcthrift.net>

Items needed include non-perishable food such as rice, beans, pasta, peanut butter, canned goods (veggies and fruit), soup, cereal and juice.

As Arc Thrift Stores team members make their usual calls for donations of clothing and household items, they remind donors that they can also donate food. With this simple suggestion, over 100,000 households participated in the drive in 2014.

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**About Arc Thrift Stores:** Arc Thrift Stores <http://www.arcthrift.org> operates 22 thrift stores and 15 “donation stations” throughout Colorado. Arc Thrift Stores provides funding to Arc Chapters, which in turn provide advocacy for people with intellectual and developmental disabilities. Arc Thrift Stores is one of the largest employers of individuals with developmental disabilities in the state of Colorado.

**About VOA:** Volunteers of America is a national, nonprofit, faith-based organization that is dedicated to helping those in need rebuild their lives and reach their full potential.  In Colorado, the Volunteers of America administers 30 different human service programs in addition to subsidized housing and health care.  The Volunteers of America Colorado Branch helped over 200,000 individuals during 2012 including the frail elderly, at-risk youth, victims of domestic violence and homeless individuals and families.  To learn more about the Volunteers of America, visit <http://www.voacolorado.org>.

**About 7NEWS & The E.W. Scripps Company:** [The E.W. Scripps Company](http://www.scripps.com/) serves audiences and businesses through a growing portfolio of television, radio and digital media brands. Scripps is one of the nation’s largest independent TV station owners, with 33 television stations in 24 markets and a reach of nearly one in five U.S. households. It also owns 34 radio stations in eight markets. When Scripps and the former Journal Communications merged their broadcast assets in early 2015, they also spun off their respective newspapers, creating a new public company, Journal Media Group. Scripps also runs an expanding collection of local and national digital journalism and information businesses, including mobile video news service [Newsy](http://www.newsy.com/) and weather app developer [WeatherSphere](http://www.weathersphere.com/). Scripps also produces television shows including [The List](http://www.thelisttv.com/) and [The Now](http://www.thedenverchannel.com/thenow/), runs an award-winning investigative reporting newsroom in Washington, D.C., and serves as the long-time steward of the nation’s largest, most successful and longest-running educational program, the [Scripps National Spelling Bee](http://www.spellingbee.com/). Founded in 1878, Scripps has held for decades to the motto, “Give light and the people will find their own way.”

Sponsors this year include Avocet Communications, 5280, Community Sailing of Colorado, Belfor Cares, Four Seasons TV, Jammin’ 101.5, CAUTION Brewing, Wonderland Brewing Co., Boulder Beer Company, Renegade Brewing Company, Prost Brewing, Great Divide Brewing Co, Odell Brewing Company, Lefthand Brewing, Hogshead Brewery