



MEDIA CONTACT:

Elizabeth Ahlstrand, Public Relations Chair
Meredith Burns, Public Relations Chair
Junior League of Hartford
860.233.4300
JLHartfordPR@gmail.com

**THE JUNIOR LEAGUE OF HARTFORD MAKES BID FOR PEPSI REFRESH GRANT
TO BENEFIT THE FRESHPLACE FOOD PANTRY**

HARTFORD, CONNECTICUT (April 14, 2010) – Did you know that 40% of people who qualify for Food Stamps (SNAP) never apply for them. Why not? The application process is confusing, lengthy and requires a high school reading proficiency. The average literacy rate for an adult in Hartford is 4th grade and is not dissimilar to inner-city rates elsewhere.

The soon to be completed Freshplace Food Pantry will improve access to social programs (like SNAP) and educational services. In an effort to continue raising money to complete the construction and to stock the shelves of Freshplace, the Junior League of Hartford has submitted Freshplace to Pepsi's Refresh Grant Program. The Pepsi Refresh Project is an online grant program that makes available millions of dollars to be granted to projects, which are intended to improve communities through an online, democratic voting process. The more votes that your project gets, the greater your chances are of winning! During the month of April, Freshplace will be a featured project in the Food & Shelter category, seeking \$250,000 in funding to support operating costs for Freshplace.

We need your votes to increase our chances of winning. To vote and support Freshplace, this is what you can do **every day** in April, **log on to: www.refresheverything.com** and cast your vote, and vote every day during the month of April. The two projects with the most votes at midnight on April 30, 2010, will each receive \$250,000 in grant money. (If this is your first time voting, you will be asked to enter your email address and select a password. Each time you return to the site to vote, you will need to enter your email and password to have your vote count.)

About Freshplace

Freshplace is a collaborative project of the Chrysalis Center, Foodshare and the Junior League of Hartford. Freshplace will be an innovative food pantry that aims to tackle the issues of chronic hunger in Hartford. Together, these collaborators have constructed a 2,000 square foot facility in Hartford's Upper Albany neighborhood that will provide: (1) fresh fruits, vegetables, meat and dairy products in addition to pantry staples; (2) client-choice based selections to accommodate the health, cultural, religious and familial needs of those who are hungry; (3) comprehensive intake and referral services to increase access to food stamps, health and crisis intervention programs, public assistance, and educational services; and (4) a community hub and resource, assisting in the revitalization of Upper Albany, supporting the network of existing area food pantries, and creating a center for community involvement. More information can be found at www.jlhartford.org or www.chrysaliscenterct.org.

About the Junior League of Hartford

The Junior League of Hartford, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. Since 1921, The Junior League of Hartford has been committed to making a difference in the greater Hartford community by assessing and identifying community needs, and then developing either direct programs or collaborations with other organizations and agencies to help meet those needs. More information can be found at www.jlhartford.org.

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