

MEDIA ADVISORY



For Immediate Release

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Monte's March XI kicks off During Pandemic with Changes and a Call for Community Support

For the 11th consecutive year, WRSI—93.9 The River's Monte Belmonte will be leading a small, steadfast group of individuals on Monte's March XI, a two-day, 43-mile march from Springfield to Greenfield to raise awareness about hunger and funds to benefit The Food Bank of Western Massachusetts. On November 23 and 24, Monte will broadcast live, pushing an empty shopping cart, as a metaphor for hunger, while urging listeners to call in donations or contribute to the cause online. Congressman Jim McGovern, who continues to be a strong anti-hunger advocate, locally and nationally, will join Monte, as will representatives of The Food Bank and other committed community partners during the entire March.

The COVID-19 pandemic has forced Monte and The Food Bank to make some changes to Monte's March this year to ensure that Massachusetts safety regulations are maintained. Fewer marchers will make the trek, socially distancing themselves and wearing masks throughout the event. Supporters unable to join Monte's March in-person can do so virtually, raising donations online and walking shorter distances in their own communities.

To address greater need this year, Monte's goal is to raise \$365,000 to provide the equivalent of 4,000 meals per day.

"It's a little sad that we won't be able to have as many people along on the march as we have in years past," states Monte Belmonte.

"Even though not everyone will be able to march with Congressman McGovern and me, I'm encouraging people to start a team, start fundraising and march with us wherever they are on the same days of the march."

"During these challenging times, we rely on the community more than ever to support our cause to provide healthy food to anyone who needs it while we forge ahead with long-term solutions to end hunger as we know it," Andrew Morehouse, Executive Director of The Food Bank added.

Members of the media are invited to various stops along the March for filming and interview opportunities (for local updates, tune in to WRSI—93.9 The River during both days). Times listed are approximate and subjected to change. Route maps can be found at www.montesmarch.com.

Monday, Nov. 23, 2020 | Tentative schedule

- 7:00 a.m. March kicks off from Martin Luther King, Jr. Family Center (3 Rutland Street, Springfield)
- 7:45 a.m. MGM (1 MGM Way, Springfield)
- 8:30 a.m. Chicopee City Limits
- 9:00 a.m. Chicopee Center
- 9:45 a.m. Lorraine’s Soup Kitchen (170 Pendexter Ave, Chicopee)10:30 a.m.
- 10:30 a.m. Kate’s Kitchen, Providence Ministries (53 Cabot St. Holyoke)
- 11-12 p.m. Culinary Arts Institute, Holyoke Community College (164 Race St. Holyoke)
- 3:00 p.m. Day 1 March ends at WRSI Station 15 Hampton Ave., Northampton)
- 6 – 8 p.m. Virtual Monte’s Munch (by invitation)

Tuesday, Nov. 24, 2020 | Tentative Schedule

- 6:00 a.m. Day 2 kick-off from Congressman McGovern’s office (94 Pleasant Street, Northampton)
- 7:00 a.m. Route 9, Hadley (near Mi Tierra restaurant)
- 9:15 a.m. Downtown Amherst
- 10:30 a.m. Amherst Survival Center (138 Sunderland Rd., Amherst)
- 12 p.m. Downtown Sunderland
- 1-2 p.m. Berkshire Brewing Company: lunch break (12 Railroad St., South Deerfield)
- 2:45 p.m. Atlas Farm, brief stop (Route 5, Deerfield)
- 4 p.m. Deerfield Academy
- 6 p.m. Conclusion of March (Greenfield Common)



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The Food Bank of Western Massachusetts believes that everyone has a right to healthy food regardless of their circumstances. Serving Berkshire, Franklin, Hampden and Hampshire counties, The Food Bank leads the region’s emergency food network, distributing nutritious food to households with lower incomes. Since 1982, they have been providing individuals facing hunger with the food they need to survive and leading

communities towards long-term solutions to food insecurity by addressing its underlying causes. They are committed to creating a western Massachusetts where no one goes hungry and everyone has access to nutritious food. For more information, visit foodbankwma.org.



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