

MEDIA ADVISORY



For Immediate Release

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Monte's March 13 is Making Moves to End Hunger in Western Massachusetts

The fundraising goal this year is \$500,000 – the equivalent of 2 million meals!

HATFIELD, MA- For the 13th consecutive year, Monte Belmonte, radio personality at WRSI 93.9-The River, will lead a 43-mile, two-day walk to benefit the mission of The Food Bank of Western Massachusetts to feed our neighbors in need and lead the community to end hunger. On **November 21 and 22, 2022, Belmonte will push an empty shopping cart, as a metaphor for hunger, from Springfield to Greenfield** while broadcasting live on WRSI, to raise awareness about food insecurity and invite listeners to donate funds to provide emergency food assistance across Western Massachusetts. **Donations can be made anytime online at montesmarch.com. During the two-day march, listeners can call 1-888-323-HOPE (4673).**

The theme of this year's **Monte's March is Making Moves**, to focus on ending hunger, and The Food Bank's own move to a new, larger facility in Chicopee, Massachusetts in 2023. Belmonte will be joined by Congressman Jim McGovern, The Food Bank's Executive Director, Andrew Morehouse, and an ever-growing community committed to creating sustainable solutions to food insecurity in the region.

"Congressman McGovern has long said that hunger is a political issue, said Belmonte. "And this year, at the Congressman's urging, the White House convened the first Conference on Hunger Nutrition and Health in 50 years, where it laid out the ambitious plan to end hunger by 2030. I believe we can achieve that. Meanwhile, neighbors need to eat today. That is where The Food Bank comes in. Let's turn every dollar donated into 4 meals for our friends and neighbors, while we make moves to end hunger in this nation once and for all."

The Food Bank is currently serving 102,000 people per month (up from 95,000 in July 2022). The number of people served has been steadily increasing since January with the sunset of most government pandemic benefits. To address the need, Monte's goal is to raise \$500,000 to provide the equivalent of 2 million meals per year or 5,500 meals per day for an entire year.

“We are on the move at The Food Bank – both literally and strategically – as we prepare to move our food distribution center and headquarters to Chicopee next year and advance long-lasting solutions to end hunger,” said Andrew Morehouse, The Food Bank Executive Director.

A small group of individuals who have raised funds are scheduled to participate, including Massachusetts legislators, Representatives Patricia A. Duffey, Lyndsay Sabadosa, Paul Mark, Mindy Domb, Richard Neal, as well as Senators John Velis, Paul Mark and Jo Comerford. Individuals, school groups, and organizations throughout the Pioneer Valley are encouraged to hold their own virtual Monte’s Marches raising donations online and walking shorter distances to support The Food Bank’s mission.

Key sponsors, including Alekman DiTusa, LLC., Boston Mutual Life Insurance Company, CoBank, Dean’s Beans Organic Coffee, Fallon Health, Greenfield Savings Bank, Instacart, PeoplesBank, and Talcott Resolution Life Insurance, help make it possible for Monte’s March to reach its fundraising goals.

“We urge individuals, businesses, and entire communities to join us in moving closer every day to a Western Massachusetts where no one faces food insecurity and everyone has access to nutritious food,” said Morehouse.

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

Monday, Nov. 21 | Schedule subject to change

- 6:15 a.m. Kick-off event from Martin Luther King, Jr. Family Center (3 Rutland Street, Springfield).
- 7:00 a.m. Walk begins
- 8:45 a.m. Main Street, Downtown Springfield
- 9:15 a.m. Chicopee City limits
- 9:30 a.m. Chicopee City Hall
- 10:45 a.m. Lorraine’s Soup Kitchen (170 Pendexter Ave, Chicopee)
- 11:30 a.m. Kate’s Kitchen, Providence Ministries (53 Cabot St., Holyoke)
- 12:00 p.m. Lunch break—Gateway City Arts (92 Race St., Holyoke)
- 1:00 p.m. Route 5 - Holyoke Highlands
- 2:30 p.m. Delaney House (3 Country Club Road, Holyoke)
- 3:00 p.m. Enter Easthampton (Route 5)
- 3:45 p.m. Day 1 March ends at WRSI Station, 15 Hampton Ave., Northampton

Tuesday, Nov. 22 | Schedule subject to change

- 6:00 a.m. March kicks off from Congressman McGovern’s office (94 Pleasant Street, Northampton)
- 7:30 a.m. Hopkins Academy, 131 Russell Street, Route 9, Hadley
- 9:00 a.m. Jones Library, Downtown Amherst (Corner of Amity and Main Streets)
- 10:00 a.m. Amherst Survival Center (138 Sunderland Rd., Amherst)
- 11:20 a.m. Bub BBQ, (676 Amherst Road, Route 116, Sunderland)
- 12:00 p.m. Sugarloaf Frosty, (116 Amherst Road, Route 116, Sunderland)
- 1:00 p.m. Berkshire Brewing Company: lunch break (12 Railroad St., South Deerfield)
- 2:25 p.m. Atlas Farm, brief stop (Route 5, Deerfield)
- 3:30 p.m. Richardson’s Candy Kitchen (500 Greenfield Road, Deerfield)

- 3:45 p.m. Deerfield Academy (7 Boyden Lane, Deerfield)
4:30 p.m. Woolman Hill
4:50 p.m. Entering Greenfield
6:00 p.m. Finish Line Feast at Hawks and Reed Performing Arts Center (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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