

# MEDIA ADVISORY



## For Immediate Release

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**Date:** November 16, 2021

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## Monte's March 12 kicks off to End Hunger Now!

HATFIELD, MA- For the 12th consecutive year, Monte Belmonte, radio personality at WRSI 93.9-The River, will lead a 43-mile, two-day trek to raise awareness of food insecurity as well as funds to provide healthy meals for households at risk of hunger in Western Massachusetts. On November 22 and 23, Belmonte will push an empty shopping cart, as a metaphor for hunger, from Springfield to Greenfield, while broadcasting live on WRSI and encouraging listeners to donate to the March to benefit the mission of The Food Bank of Western Massachusetts.

The theme of this year's Monte's March is *End Hunger Now!* an oft-used phrase by Congressman McGovern during his local and national hunger-relief advocacy and legislative work. McGovern is currently urging the federal government to convene a White House Hunger Conference, a bipartisan meeting to address food, nutrition, hunger, and health in the United States.

Belmonte supports the idea of a national hunger conference and hopes that there will be innovative and long-lasting solutions created to address food insecurity locally and nationally.

"Our nation finds itself at a crucial moment in its history," he stated. "There may be no better time than now to make a major commitment to the people of this land and, as Congressman McGovern has long said, to end hunger now."

The COVID-19 pandemic has increased food insecurity in the region dramatically. In the last twelve months, The Food Bank has provided the equivalent of more than 11 million meals— down 12 percent from the previous year when the impact of the pandemic reached its peak, but still 9 percent higher than pre-pandemic levels. To address the greater 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.

"By investing in our mission, not only will you enable us to provide healthy food to about 105,000 individuals every to month, but also to advance long-term solutions to end hunger as we know it," said Andrew Morehouse, The Food Bank Executive Director.

For this year’s March, pandemic safety regulations will once again be in place. A small group of individuals who have raised funds will participate, including Massachusetts state legislators, Representatives Patricia A. Duffey, Lyndsay Sabadosa, Mindy Domb, Natalie Blais as well as state Senators 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.

“Everyone has a role to play in ending hunger whether it’s raising funds for healthy food, raising awareness about hunger and food insecurity, partnering at the local level to strengthen our local farm economy and social safety net, or advocating for public policies to provide opportunities and a level playing field for all,” said Morehouse.

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 subject to change. Route maps can be found at [www.montesmarch.com](http://www.montesmarch.com).

### **Monday, Nov. 22 | Tentative schedule**

- 7:00 a.m. March kicks off from Martin Luther King, Jr. Family Center (3 Rutland Street, Springfield)
- 8:45 a.m. Main Street, Downtown Springfield
- 9:15 a.m. Chicopee City limits
- 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 p.m. Lunch break—Gateway City Arts (92 Race St., Holyoke)
- 1 p.m. Route 5 - Holyoke Highlands
- 2:30 p.m. Delaney House (3 Country Club Road, Holyoke)
- 3 p.m. Enter Easthampton (Route 5)
- 3:45 p.m. Day 1 March ends at WRSI Station, 15 Hampton Ave., Northampton)

### **Tuesday, Nov. 23 | Tentative Schedule**

- 6:00 a.m. March kicks off from Congressman McGovern’s office (94 Pleasant Street, Northampton)
- 7:00 a.m. Esselon Café, (99 Russell Street, Route 9, Hadley)
- 8:00 a.m. Home Depot (350 Russell Street, Route 9, Hadley)
- 9:00 a.m. Downtown Amherst (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)
- 1-2 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)
- 4:00 p.m. Deerfield Academy (7 Boyden Lane, Deerfield)
- 6 p.m. Conclusion of March - 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](http://foodbankwma.org).*



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