

# MEET EACH NEED WITH DIGNITY



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## **MEDIA ADVISORY**

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### **MEND – MEET EACH NEED WITH DIGNITY, LOS ANGELES’ SECOND LARGEST FOOD BANK JOINS THE RANKS OF SOCIAL MEDIA**

#### **40-Year-Old Non-Profit to Capture the New Volunteer, Donor, Sponsor and Community Activist Through Facebook & Twitter**

PACOIMA and LOS ANGELES, CA) -- [MEND](#) – Meet Each Need with Dignity – announced today the official launch of its [Facebook](#) and [Twitter](#) pages, joining the ranks of social media. The 40-year-old organization, the second largest food bank in Los Angeles and the largest anti-poverty agency in the San Fernando Valley, has continued to grow through the help of word-of-mouth, traditional marketing and public relations strategies, and the more than 3700 volunteers it utilizes yearly.

The goal of MEND’s Facebook and Twitter presence is to capture the attention of potential new volunteers, donors, sponsors and community activists, as well as to share MEND activities with a wider audience. In keeping with that goal, Los Angeles-based photographer and MEND volunteer, Wm. Marc Salsberry a new media and social network entrepreneur, is guiding MEND’s social media efforts by helping to kick off the MEND’s annual Stop Summer Hunger Campaign. At his urging, MEND will be using the following Hashtags whenever Posting or Tweeting about their campaign, to help bring attention to the topic being discussed.

**#StopSummerHunger**

#SSH (an abbreviation of 'StopSummerHunger' to be used when space does not allow for the longer version)

#Hunger

#Children

"MEND is the kind of charity that does a fantastic job of meeting the needs of people wherever they find them: at the MEND facility, on the street, or in their homes," Wm. Marc Salsberry said. "I believe that reaching out to people utilizing Social Networks and Media, like Facebook, Twitter and YouTube is just another way to meet people where they are, which increasingly is online."

To join MEND's Stop Summer Hunger campaign:

Twitter handler: @mendpoverty1

facebook.com/MENDPoverty

### **About MEND - Meet Each Need with Dignity**

MEND - Meet Each Need with Dignity, which serves as many as 31,000 poverty-level clients each month while remarkably keeping operating costs at or under 9%, is the largest, most efficient and most comprehensive poverty-relief organization in the San Fernando Valley. MEND's mission is to break the bonds of poverty by providing basic human needs and a pathway to self-reliance.

MEND was born as a volunteer-driven organization nearly four decades ago in a garage in suburbia, and today utilizes more than 3700 volunteers (and only 23 paid staffers) to implement its vast array of programs that provide food, clothing, medical, dental and vision care; job training, classes in English as a Second Language, literacy, computers, office skills, sewing and parenting; math, reading and science tutoring for kids; hot meals, food, clothing and showers to the homeless and a community wide adopt-a-family Christmas Program.

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