

Hilton Charity Gala Raises \$140,000 for SDFB

The San Diego County Hilton Family of Hotels presented a check to the San Diego Food Bank totaling \$140,000, the proceeds of an international tasting gala and silent auction held in November on behalf of the SDFB.

Twenty-six chefs and hundreds of Hilton staff members from 26 Hilton-owned hotels volunteered at the event.

Commenting on such a significant financial contribution, CEO J. Scofield Hage said, "We were overwhelmed by the level of commitment shown by the Hilton team and the organizers Ewell Sterner and Ann Marie Kimble. They did a truly spectacular job."

While the idea of hosting an international tasting gala was formed before the economic malaise hit our county, Sterner and Kimble with the help of their dedicated team, persevered amidst a climate that would have deterred even the most veteran of charitable organizations.

For every dollar the SDFB can provide three meals. Hilton's contribution will provide over 420,000 meals.



Ewell Sterner and son Casidy, "Mitch" Mitchell, "Scody" Hage and the Hilton team.

The Hilton Torrey Pines founded a corporate charitable arm called Hunger at Home which will work in partnership with the San Diego Food Bank to provide food and nutrition education to families in need. For more information visit: www.hungerathome.com

Colleges Rock Hunger

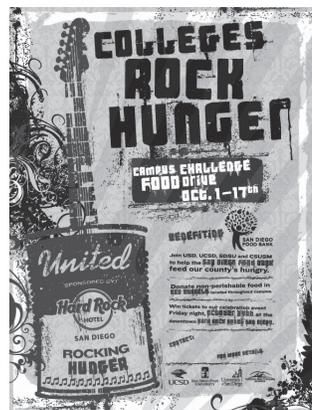


Representatives from UCSD, SDSU, USD, CSUSM with Mayor Sanders

Last fall the Hard Rock Hotel sponsored the SDFB's first annual Colleges Rock Hunger food drive. Four colleges including UCSD, SDSU, USD and CSUSM with a combined student population of 74,000 students hosted food drives on college campuses across the county.

As a thank you for the students' hard work collecting food, the Hard Rock Hotel hosted an appreciation evening for the students at the hotel. Students enjoyed singing karaoke and emulating their favorite rock stars at "Guitar Hero" stations while enjoying soft drinks, a finger buffet and freshly made donuts.

The SDFB thanks the folks at the Hard Rock Hotel for their incredible generosity sponsoring the food drive and all of the students who made it such a huge success. Thanks also to ParkerWhite who designed the excellent food drive poster!



Mayor Sanders Helps Launch Holiday Food Drive

San Diego Mayor Jerry Sanders helped launch the 2008 Holiday Food Drive at a press conference hosted by the Hard Rock Hotel on Oct. 24.



President Stephen P. Cushman, Jerry Navarra, Mayor Sanders and Chairman Mitch Mitchell at Holiday Food Drive Launch

In the midst of a donations crisis, the Mayor and Holiday Food Drive Honorary Chairman Jerry Navarra appealed to the community for help to shore up the SDFB's food supply.

In response to the appeal, over 400 businesses and 100 schools signed up to host food drives. VONS, Stater Brothers, Jerome's Furniture and Wells Fargo all hosted food collection barrels at every one of their locations across the county. And Time Warner Cable donated \$70,550 in free air time and production costs, filming and airing a televised public service announcement on all of their TV stations promoting the Holiday Food Drive for two months. It certainly got the message out to the community!

A multitude of companies and organizations made the Holiday Food Drive a success this year and our deepest thanks goes out to everyone who made it happen.