



## MEDIA ADVISORY

### **Freestore Foodbank and Anthem Blue Cross and Blue Shield Collaborate to Provider Food for Better Health**

**WHAT:** Freestore Foodbank and Anthem Blue Cross and Blue Shield will announce Anthem's three year, \$525,000 support of the food bank that will help Freestore Foodbank provide food for the better health of resident of Ohio, Northern Kentucky and Southeast Indiana.

Over the next three years, Freestore Foodbank will provide 500 Produce Pop Ups each year across the three state service area. These events will be part of the food bank's work to provide nearly 9 million pounds of fresh produce annually in the community. Community Action Agency is the first Produce Pop Up of 2020 and has been a partner in serving the community for over 65 years.

**WHERE:** 1740 Langdon Farm Road, Cincinnati, OH 45203 (Mobile Food Distribution at Community Action Agency location)

**WHEN:** January 14, 2020  
9:30 am News Conference/Media Availability of Freestore Foodbank, Anthem, CAA Executives  
10:00 am – Distribution begins

**WHO:** Kurt Reiber, President & CEO - Freestore Foodbank  
Rob Cleary, Regional Vice President of Sales - Anthem Blue Cross and Blue Shield  
Mark Lawson, President & CEO - Community Action Agency

**NOTE:** Clients may be available for interviews. Freestore Foodbank & CAA staff will assist.

#### MEDIA CONTACTS

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