



Community Action Partnership of Kern

Helping People. Changing Lives.

**PRESS RELEASE
FOR IMMEDIATE RELEASE
DECEMBER 10, 2010**

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“LIKE” BAKERSFIELD ON FACEBOOK TO HELP FIGHT HUNGER WITH \$1 MILLION

Walmart Foundation donates money to winner of contest on Facebook

Bakersfield, CA – December 10, 2010 – Through the generosity of Walmart and the Walmart Foundation, Bakersfield has an opportunity to be granted up to \$1 million to help fight food insecurity in our communities. With the Hunger Relief on Facebook campaign, viewers are asked to show their support to their community by casting their vote to “like” one of the cities from a list of 100 in which hunger rates are the highest. According to the FRAC Food Hardship Report 2010 Bakersfield Ranks #2 of MSA’s with the highest rates of food hardship, second to Memphis, TN. The city with the most “likes” will receive \$1 million in grants and the next five cities with the highest support will receive \$100,000 each.

The United States Department of Agriculture issued a report stating that one in six Americans continues to be at risk of experiencing food insecurity. In the Bakersfield Area 25.2% of families cannot afford regular meals. Through its holiday giving initiative, Walmart and the Walmart Foundation will engage the millions of Americans who shop at Walmart stores and use its Facebook page to help elevate the issue of hunger in America.

From Nov. 15 through Dec. 31, visit www.facebook.com/Walmart to show your support of Bakersfield and help the community move away from food insecurity. Simply click “like a community” then find Bakersfield on the map or the list, click on Bakersfield, and then click the “like” button.

About The Community Action Partnership of Kern Community Action Partnership of Kern is a private, non-profit corporation created in 1965 to combat poverty in Kern County. The mission of CAPK is to provide and advocate for resources that will empower Kern County residents to have the skills and resources necessary to improve their quality of life and become self-sufficient. CAPK improves the quality of life for over 130,000 Kern County residents annually. CAPK serves Kern County by providing an integrated network of services including 2-1-1 Helpline, Energy Bill Assistance, Family Health Center, the Food Bank, Head Start, HIV testing and prevention, the Shafter Youth Center, the Friendship House, Volunteer Income Tax Assistance, Weatherization and WIC.

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