

PRESS RELEASE



For immediate release: June 21st 2017

ANNOUNCING 'FEEDING CAMDEN'

A new project to help Camden's foodbanks cope with the growing demand

Camden School for Girls is pleased to announce the launch of **Feeding Camden**, a new community project designed to boost donations to foodbanks in the London Borough of Camden.

Demand for assistance from foodbanks has risen a massive tenfold in Camden since 2012/13 and we currently rank as high as 7th out of London's 32 boroughs in terms of foodbank dependence.

How will the project work?

Feeding Camden will raise awareness locally about the hunger problem in the borough via a new website, www.feedingcamden.org, which is now live. Visitors to the website will be encouraged to join a Facebook group. Here they can connect with each other, share ideas for collecting and delivering non-perishable food donations from each other and their neighbours, set up rotas, speak to local supermarkets and businesses and arrange activities via schools and workplaces. Local residents' email networks are another way to connect.

Feeding Camden is not asking for money – only food, ideas and a bit of spare time.

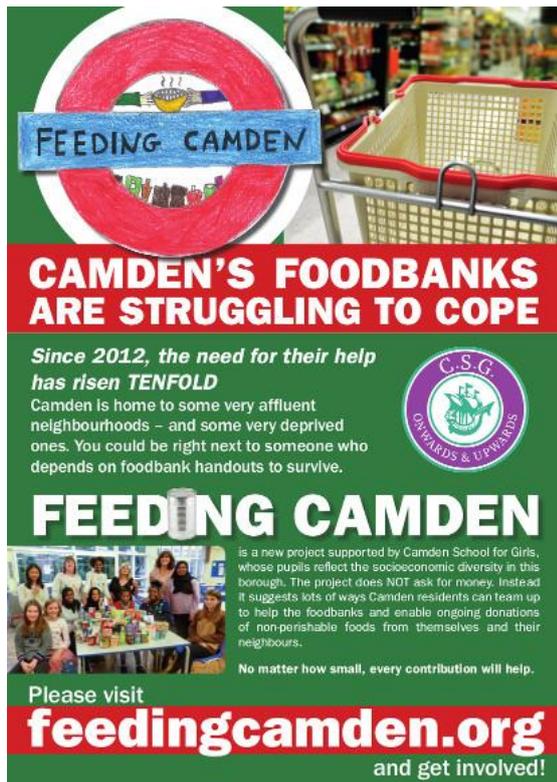
Where did this project come from?

The project started when one of Camden School for Girls' sixth-formers, Sarah Thorogood (who was aged 16 at the time), won a grant from an organisation called **Think Big** which challenges young people aged 13-25 to come up with ideas that benefit their local community without trying to directly fundraise from the public.

Sarah's idea came from the observation that – within Camden – areas of great privilege sit side by side with pockets of significant deprivation. Neighbourhoods that are affluent by any standards rub shoulders with those where many residents depend on benefits and – increasingly – foodbank handouts. The pupils of Camden School for Girls reflect that diversity. She reasoned that, if people in Camden realised their close neighbours might be going hungry, they might try to find ways to help.

For more information contact: info@feedingcamden.org.uk

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The poster features a red circular logo with a white border and a blue banner across the middle that says "FEEDING CAMDEN". Below the logo, a shopping basket is shown overflowing with various food items. The main headline in white text on a red background reads "CAMDEN'S FOODBANKS ARE STRUGGLING TO COPE". Below this, in green text, it says "Since 2012, the need for their help has risen TENFOLD". A small circular logo for "C.S.G. ONWARDS & UPWARDS" is visible. The text continues: "Camden is home to some very affluent neighbourhoods – and some very deprived ones. You could be right next to someone who depends on foodbank handouts to survive." The title "FEEDING CAMDEN" is repeated in large white letters. Below it, a photo shows a group of people at a table with food. Text explains it's a project supported by Camden School for Girls. At the bottom, it says "Please visit feedingcamden.org and get involved!".

Feeding Camden poster



Sarah Thorogood (far left) with pupils and staff of Camden School for Girls holding Feeding Camden posters