

## **FoodShare Challenge Media Advisory**

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### **Wisconsin Food Security Consortium Issues FoodShare Challenge**

#### ***Healthy food choices elude those on food stamps***

**What:** Event conducted by Wisconsin Food Security Consortium in concert with UW Cooperative Extension to highlight hunger in Wisconsin.

**When:** Sept. 2007

**Where:** Statewide

(Madison, WI)--One in ten Wisconsin households does not always have enough food. That means that more than 600,000 people live in households without enough food for good health, according to the Wisconsin Food Security Consortium, a group of organizations focused on reducing the problem of hunger in the state.

The Food Stamp Program (called FoodShare in Wisconsin) is the nation's first line of defense against hunger. The program aims to boost the nutrition level and food purchasing power of people with low incomes.

Yet the benefits people receive from food stamps are often too low to allow families to purchase the healthy food they need.

To raise awareness of the problem, the Consortium is working in concert with UW Cooperative Extension to give people the chance to experience firsthand what it's like to live on food stamps in the FoodShare Challenge.

For one week in Sept. 2007, participants in the FoodShare Challenge will agree to spend approximately \$21 per person per week—the average food stamp benefit—on food. That includes meals from fast food or other restaurants. If they can stay within the budget, participants will get a glimpse of what it's like trying to make ends meet with scant funds.

The FoodShare Challenge, also sponsored by the Wisconsin Food Security Consortium, is being held in conjunction with the Wisconsin Hunger Summit on Oct. 4 in Stevens Point. Food providers, activists, members of the faith community, public and private agency staff, educators, business leaders, local elected officials and concerned citizens will meet to focus attention on new ways to help low-income people get enough healthy food.

