



March For Meals — An Introduction

The Meals On Wheels Association of America (MOWAA) created the March For Meals campaign in 2002 to call attention to the problem of senior hunger in America.

Since then the number of programs and partners participating, and the national attention they have received during the month of March, has grown each year. The slogan, "So No Senior Goes Hungry"® is the rallying cry of the campaign and the Association.

Our local senior meal program:

Meals-on-Wheels of Johnson & Ellis Counties is participating in the campaign this year and we need your support in order to take advantage of the national effort, and build upon it for our local financial support, publicity, and volunteer recruitment.

We know our March For Meals efforts will benefit our community and our organization. We are sure that they will also benefit the businesses and individuals who join with us to reach out and serve our seniors and others in need. It is for this reason that we are turning to you for help and support.

Why March?

The month of March was chosen because it was during March 1972 that the law was enacted to include senior meal programs in the Older Americans Act. The March For Meals public awareness campaign is the way the Meals On Wheels Association of America recognizes the importance of this federal commitment.

The three goals of the campaign are to:

- 1) Raise awareness about senior Hunger
- 2) Recruit new volunteers to join in the fight against senior hunger
- 3) Raise money that will be used on the local level

Every year, March For Meals invites mayors from around the country to participate in "Mayors For Meals," where our local mayors deliver in their communities.

We expect "Mayors For Meals" 2008 to be even bigger and better when our mayors deliver meals on March 19, 2008.



In addition, Meals-on-Wheels of Johnson & Ellis

Counties is hosting its 3rd Annual BBQ Benefit on March 29, 2008. The money raised through this event will directly benefit those that receive Meals-on-Wheels services. There are sponsorships available, as well as opportunities to bid on great auction items. Come join us for a fun evening of live music, food, & dancing!

That's why this year is the perfect time for you to join the March For Meals Campaign 2008!

For More Information Contact:

**Meals-on-Wheels
of Johnson & Ellis Counties**
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