



FOOD NETWORK SHINES SPOTLIGHT ON 'HUNGER HITS HOME' UNCOVERING THE DEVASTATING HIDDEN CRISIS OF CHILDHOOD HUNGER IN AMERICA

Premieres April 14th 8pm|7c on Food Network

FOR IMMEDIATE RELEASE – In the wealthiest nation in the world, one in five children live in the shadow of hunger. In a new Food Network produced documentary, *HUNGER HITS HOME*, audiences will get a first-hand look at the crisis of childhood hunger in America through the eyes of the people on the frontlines of the battle—parents and children, anti-hunger activists, educators and politicians committed to eradicating the problem. *HUNGER HITS HOME* examines the causes, complications and misconceptions about childhood hunger in the United States and offers a glimpse at some of the innovative solutions being put into practice today.

Narrated by Oscar®-winning actor and longtime anti-hunger activist Jeff Bridges, *HUNGER HITS HOME* is a heart-wrenching, yet empowering hour-long look at one of our nation's little-known emergencies. An urgent call to action against this burgeoning crisis, the film is part of an ongoing partnership between Food Network and Share Our Strength, whose No Kid Hungry initiative aims to eradicate child hunger in America by 2015 by surrounding children with nutritious food where they live, learn and play.

"Producing this documentary with our partner, Share Our Strength, has been a highlight in our five-year relationship," says Brooke Johnson, President, Food Network & Cooking Channel. "Food Network strives to entertain, inform and empower our audience with the programming we create; I can think of no better way to harness the power of Food Network's reach than by offering our fans the chance to connect and if they so choose, take action to join us in this important fight."

Every day, more than 16 million children in the U.S. struggle to get enough to eat, and the ongoing economic downturn forces more and more Americans to slip beneath the poverty line. A steady job no longer guarantees a full cupboard and the stigma attached to asking for help persists, leaving already over-stressed parents facing choices they never imagined. And, in the halls of the nation's capitol, funding cuts threaten existing assistance programs even as the need for them increases.

"This is the moment to act," said Billy Shore, founder and CEO of Share Our Strength. "Right now, a fifth of our youngest generation is struggling with hunger. When these kids get the food they need, they feel better, they learn more and they grow up stronger. The good news is that, together, we can make that happen."

HUNGER HITS HOME goes on a cross-country odyssey from urban New York City and Washington, D.C., to suburban Virginia and Texas' prosperous Dallas-Fort Worth metroplex, giving viewers a bird's-eye view of the hunger crisis through the lives of three hardworking families struggling to make ends meet. In Norfolk, Virginia, an ex-military man with four children must take a civilian job for a fraction of his service pay; a single father in Allen, Texas, is on the verge of losing his home and unable to feed his 10-year-old son; a young couple in New York City lack the access to the fresh fruits and vegetables their children desperately need. All of them have discovered that no community is immune to childhood hunger.

But *HUNGER HITS HOME* also offers hope for children in need. The film profiles some of America's heroes in the continuing fight against childhood hunger, including a determined food pantry founder who makes the battle personal

and an elementary school principal who refuses to let his students go hungry. It documents the work of government officials and not-for-profit leaders who will move mountains to mobilize necessary resources. With efforts large and small, these people are helping to fulfill Share Our Strength's commitment to ending childhood hunger in America by 2015.

Each family profiled in *HUNGER HITS HOME* finds unique solutions to their unique problems, utilizing traditional methods like SNAP (Supplemental Nutrition Assistance Program, better known as food stamps), innovative ideas such as subsidized Community Supported Agriculture baskets for families without access to fresh foods and in-classroom meals that ensure students get a balanced breakfast. But with problems this diverse, anti-hunger activists agree that there is no quick fix to the devastating effects of hunger on American children. They also agree that finding a solution is one of the most critical issues facing Americans today.

Food Network and Share Our Strength will host screenings in Chicago, Dallas, Los Angeles, New York and Washington, D.C. in the coming weeks, offering both an advance look at and discussion on how to take action locally.

Food Network presents a Magical Elves production, *HUNGER HITS HOME*. Directed by Alexandra Lipsitz. Executive Producers: Dan Cutforth, Jane Lipsitz, Alexandra Lipsitz, Kris Lindquist. Producers: Ben Mack, P.J. Davenport and Juan Carlos Saizar. Editors are Austin Flack and Jenn Viola.

<http://www.foodnetwork.com/hungry>

Running time: 42 min

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FOOD NETWORK (www.foodnetwork.com) is a unique lifestyle network, website and magazine that connects viewers to the power and joy of food. The network strives to be viewers' best friend in food and is committed to leading by teaching, inspiring and empowering through its talent and expertise. Food Network is distributed to more than 100 million U.S. households and averages more than 9.9 million unique web users monthly. Since launching in 2009, *Food Network Magazine* has tripled its rate base and delivers a circulation of 1.4 million. Headquartered in New York, Food Network has a growing international presence with programming in more than 150 countries, including 24 hour networks in Great Britain, India, Asia and Africa. Scripps Networks Interactive (NYSE: SNI), which also owns and operates Cooking Channel (www.cookingchanneltv.com), DIY Network (www.diynetwork.com), Great American Country (www.gactv.com), HGTV (www.hgtv.com), and Travel Channel (www.travelchannel.com), is the manager and general partner.

SHARE OUR STRENGTH'S NO KID HUNGRY ®

Share Our Strength's No Kid Hungry campaign is ending childhood hunger in America by connecting kids to the healthy food they need, every day. The No Kid Hungry Campaign ensures children in need are enrolled in essential nutrition programs, helps families get the most from their food resources and invests in effective community organizations fighting hunger. The No Kid Hungry campaign brings together public/private partnerships of political leaders, educators, corporations, chefs, parents, caretakers, faith leaders, anti-hunger activists, and others with strengths to share to end childhood hunger. Through its Cooking Matters ® program, the No Kid Hungry Campaign teaches families at risk of hunger how to get more food for their money and better nourishment from those foods. For more information on the No Kid Hungry strategy to ensure kids have access to healthy food where they live, learn and play, visit NoKidHungry.org.