



### **Contact Information**

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### **Local Agency Launches 2013 Hunger Relief Campaign**

*Cayuga/Seneca Community Action Agency, Inc. launches two-month giving campaign to fight hunger and poverty locally.*

AUBURN, NEW YORK, February 25, 2013 – Cayuga/Seneca Community Action Agency, Inc. (C/SCAA) will launch its annual **Hunger Relief Campaign** on March 1, 2013. During the months of March and April, C/SCAA will plan events and work with local partners to raise resources for its Auburn and Waterloo food pantries. C/SCAA has set a 2013 goal of \$15,000, including both cash and the value of non-perishable food items.

On March 11, 2013 C/SCAA will partner with The Auburn Ale House to hold a Give Back event. All day long, The Auburn Ale House will donate 20% of all food sale proceeds to C/SCAA's Hunger Relief Campaign, including during Trivia Night from 6-9 pm. Several local food drives are also being planned. For current information on how to support C/SCAA's 2013 Hunger Relief Campaign, please visit [www.cscaa.com](http://www.cscaa.com).

C/SCAA Executive Director Laurie Piccolo said, "Many people today are struggling to survive on fixed incomes. With limited resources, they face difficult choices every single day. Should I pay the rent or buy groceries, or keep the heat on? Food pantries provide a safety net for families and individuals in poverty."

Last year, C/SCAA provided over 3000 food baskets to serve over 12,000 individuals in need. Demand for food is on the rise and outpaces local supply. During the 2013 Hunger Relief Campaign, C/SCAA hopes to raise both awareness and resources to help address the issues of hunger and poverty locally.

C/SCAA's two-month Hunger Relief Campaign aligns with the Feinstein Challenge, a \$1 million dollar giveaway through the Feinstein Foundation that provides matching funds to participating anti-hunger agencies nationwide. The Feinstein Challenge increases the impact of local efforts.

Cayuga/Seneca Community Action Agency, Inc. is a private, not-for-profit corporation that was incorporated in 1965 through the Economic Opportunity Act of 1964, to fight the war against poverty locally. The Agency serves both Cayuga and Seneca Counties, with a staff of more than 130 employees. The mission of the Cayuga/Seneca Community Action Agency, Inc. is to respectfully assist people to achieve and sustain self-sufficiency through direct services, education, and community partnerships.

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