

# City bankers race to help foodbanks feed UK hungry



Bankers will compete for the FASTEST FIRM IN TOWN CROWN in a race to raise funds to feed UK families in crisis as the economic downturn continues to bite.

On Friday 13<sup>th</sup> April bankers, from firms including Credit Suisse, RBS and Ernst & Young, will compete at Crystal Palace Stadium in an Ekiden running challenge (a marathon distance run in relay) to raise funds for charity foodbanks.

Each firm will submit a team of four and every participant will run 10.55km in the fastest time possible in a bid to win. The Trussell Trust charity, which runs the UK foodbank network, is calling on more firms to join the challenge to help stop people going hungry in the UK.

Executive Chairman Chris Mould says:

‘The current economic situation has seen increasing numbers of UK families turn to foodbanks for emergency food. The need is greater than ever. Last year foodbanks fed 100,000 people nationwide, a 60% increase on the previous year. This challenge is a great way for finance firms to enjoy some healthy rivalry, whilst giving something back. And with The London Marathon taking place the following weekend, we expect that many will use the 10.55km run as part of their training schedule. It’s shocking that parents are skipping meals to feed their children in 21<sup>st</sup> century Britain and we’re calling on the finance sector to help us do something to stop this.’

Foodbanks provide a minimum of three days emergency food to people in crisis in the UK. The Trussell Trust is currently launching a new UK foodbank every four days to meet the



demand for emergency food. There are over 190 foodbanks across the UK.

Running alongside the bankers will be Alexandra Panayotou, an extreme endurance runner, who plans to run non-stop for 24 hours to raise funds for foodbanks. She is aiming to break her own personal best of 184 km (or 115 miles) for a 24-hour run!

The event marks the start of the charity's "Last One Standing 2012" campaign. This will culminate with Alexandra Panayotou attempting to run 1,500 miles around the UK in 31 days throughout September - at an average of 50 miles a day! As well as a whole host of different events taking place nationwide along the route, banks and financial institutions are being invited to join Alex for one day of the September run or to provide a small team of runners to run with Alex as she undertakes this amazing feat.

#### **Notes to the editor:**

- To join the challenge, each banking team must raise £1,000.
- To take part, contact Nick Gandon on 077994 77758 / [nick.gandon@cause4.co.uk](mailto:nick.gandon@cause4.co.uk).
- Banks may start their race any time after 2pm on Friday 13<sup>th</sup> March
- Extreme endurance runner Alexandra Panayotou's will complete her challenge by lapping the pitch at Millwall FC's Championship match against Leicester City.
- Individual members of the finance sector are welcome to run alongside Alex and raise their own sponsorship for a distance of their choice.

#### **The Trussell Trust Foodbank Network:**

- Trussell Trust foodbanks are run by the community for the community. Most foodbanks are run by local churches in partnership with the local community. All food given out is donated by local people and every person in receipt of a food parcel is referred by a frontline care professional such as a doctor or social worker.
- Clients are referred to foodbanks for a variety of reasons including redundancy, benefit delay, low income, ill health, domestic abuse, benefit reductions and debt. Food is donated by schools, churches, businesses and individuals in the local area and is sorted by volunteers.
- 57% of children in poverty in the UK live in working households [[Joseph Rowntree Foundation](#)]. Many of those helped by foodbanks are in work or struggling after losing their job or business.
- Rising food and fuel prices combined with static incomes, high unemployment and benefit changes have seen increasing numbers of people on the breadline struggle to feed themselves and their families over the past year.
- The Trussell Trust receives no government funding and relies entirely on the generosity of the public, businesses and charitable trusts to operate.

- Foodboxes contain three days of nutritionally balanced, non-perishable foods such as tinned fruit, vegetables, meat and fish as well as pasta, cereal, UHT milk, sauces, tea, long-life juice.
- Foodbank clients can receive a maximum of three foodbank vouchers in a row (each voucher can be redeemed for at least three days food).
- Currently over 190 foodbanks have been launched nationwide and this number is growing rapidly. Our vision is that every town should have a foodbank, creating a nation where no-one needs to go hungry.
- The foodbank network run by The Trussell Trust helps churches and communities to launch foodbanks. Foodbanks are operating from Cornwall to Inverness, with 30 projects launched in London so far.
- We will provide case studies where possible.
- The Trussell Trust is a Christian charity that partners with local communities to provide practical, non-judgemental help to people in crisis in the UK and Bulgaria:  
[www.trusselltrust.org](http://www.trusselltrust.org)

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