

PRESS RELEASE: Immediate release 06/04/2013



Trolleys help stop UK food poverty as welfare reforms begin to bite

As thousands more turn to foodbanks for help, Foodbank charity The Trussell Trust is launching the first ever UK-wide ‘trolley push’ to help put UK food poverty on the map. Foodbanks in towns and cities across the UK will host trolley races, events and spectacles to help raise awareness of the rising numbers of people going hungry in the UK. Welfare reforms are likely to see even more people turn to foodbanks and the trolley push will also raise funds to help foodbanks meet demand.



‘Phil the trolley’ will tour UK foodbanks from 8th April to 10th May and 45 local communities from Cornwall to Edinburgh have been challenged to find the most innovative ways to use trolleys to combat poverty. This week, Truro Foodbank manager Bob Girvan is pushing a trolley 109 miles from Land’s End to Launceston. Other towns will see trolleys pulled by

fire engines, taking a ride on a hovercraft and being pulled by ponies. In Edinburgh the Trussell Trust trolley will be pushed up to Arthur’s Seat. Local dignitaries, schools and businesses are all getting behind trolley pushes in their local community.

Numbers helped by Trussell Trust foodbanks nationwide have more than doubled in the last year. Over 300,000 people have been helped since April 2012. The Trussell Trust is opening three new UK foodbanks every week in partnership with local communities to help meet the growing demand.

The first ever UK-wide ‘trolley push’ has been organised by The Trussell Trust, which runs a network of over 300 Foodbanks in the UK. Foodbanks provide three days of nutritionally balanced emergency food to people in crisis. Many foodbank clients are working families who are struggling to make ends meet in the current economic climate. Recent research commissioned by Kellogg’s shows that almost 5 million people in the UK are likely to be in food poverty and that rising prices mean that people are spending 20% more on food than 5 years ago but eating seven per cent less. Rising food and fuel prices, static incomes, reduced working hours and high unemployment have

seen more people turn to foodbanks recently and welfare reforms are likely to see more people turning to foodbanks for help.

The Foodbank Trolley Push aims to raise awareness of UK food poverty and the plight of the families affected, as well as raising funds to help local foodbanks meet demand and to help The Trussell Trust to launch more foodbanks nationwide.

Trussell Trust Executive Chairman Chris Mould says -

‘Some of the stories we hear at the Foodbank are shocking, mums are going hungry to feed their children and some have even considered stealing to put food on the table for the family. You don’t expect this to be happening in 21st century Britain but hidden hunger is all too real. Times are getting tougher and local foodbanks need support more than ever. The trolley push is a really fun way for communities to do something together to help stop UK hunger.’

Check out [this video](#) for more.

Ends

Notes to the Editor

- Trussell Trust foodbanks provide a minimum of three days emergency food to people in crisis. Over 90% of food given out by foodbanks is donated by the public and foodbank recipients are referred by a frontline care professional such as a doctor, social worker, CAB, Jobcentre Plus or schools liaison officer.
- In 2008-09 Trussell Trust foodbanks gave emergency food to 26,000 nationwide; in 2009-10: 41,000 were fed; in 2010-11: 61,468; in 2011-12: 128,697. In 2012-13 this number has reached over 300,000.
- The ‘trolley push’ event will take place over April and May 2013 and will visit 45 foodbanks from Cornwall to Edinburgh starting in Salisbury - the home of the first Trussell Trust foodbank. Local dignitaries, schools, businesses and foodbanks will be pushing the trolley.
- For more information, please visit <http://www.trusselltrust.org/trolleypush>
- The Trussell Trust works to empower local communities to combat poverty and exclusion in the UK and Bulgaria: www.trusselltrust.org

Contact

Molly Hodson - molly.hodson@trusselltrust.org
01722 580182