

PITCH – Distribute Monday, July 20

SUBJECT: Free summer meals for Minnesota kids in the age of COVID-19

HI, NAME:

It's being described as the "hungriest summer" of our lifetimes. Neighborhood meal program sites, like rec. centers and parks, are all facing new COVID-related challenges and closures.

Kids who, in summers past, could easily eat breakfast and lunch between playing basketball in the rec. center down the block from their homes, have lost the rec center, the time on the court and the meals.

Partners we've long depended on to feed the 40% of Minnesota kids who get free school meals, have been forced to reinvent their services almost overnight. Fortunately, new temporary program flexibilities from the USDA have made it possible for summer meal programs to shift to a "to-go" model, so kids can stay home and safe – sponsors now have the option to deliver meals directly to children's homes, offer curbside pick-up for families to collect take-away meals and provide more than one meal at a time to better meet the need.

The effectiveness of these changes is certainly cause for optimism, but in order to be successful, families need to know where to go for help – and even though the tools exist, too many simply do not. Additionally, families should know that plans for fall meals—whatever the school year will look like—are in progress.

Please join Second Harvest Heartland tomorrow at 9 a.m. as we discuss what this summer has meant for hungry kids, what we can do to feed every child and how we can ensure meals continue to be delivered, wherever kids are learning in September. We'll be joined by Ellie Lucas from Hunger Impact Partners, who will help us communicate to parents where and how they can access meals for their families this summer.

We'd also appreciate your help sharing with your audience about the Pandemic EBT benefits that are available to families enrolled in SNAP and free & reduced school meals. The one-time payment of \$325 per child will help cover the cost of school meals that families are no longer able to access due to COVID-19. **The deadline to apply is July 31.**

Thanks you,
NAME

ZOOM INVITATION REMINDER – distribute morning of Tuesday, July 21

SUBJECT: LIVE AT 9 A.M. – June 21 Second Harvest Heartland & hunger-relief partners update

WHAT: Weekly update on the state of hunger in Minnesota amid COVID-19

Many kids are accustomed to receiving two meals a day at school. When COVID-19 shuttered our schools, child nutrition teams—our first line of defense against child hunger—were forced to adapt overnight in order to keep serving meals. This placed extra pressure and importance on partners running summertime neighborhood meal programs, like recreation centers and parks. These meal sites are all facing their own new COVID-related challenges and closures. Join Second Harvest Heartland, Hunger Impact Partners and a Minnesota State Senator as we discuss the crucial importance of ensuring our kids safely get the nutrition they need to thrive this summer, including how folks can find the meal sites in their neighborhoods.

WHO: Allison O’Toole, CEO, [Second Harvest Heartland](#)
JoAnna Lund, Summer Food Child Hunger Specialist, [Second Harvest Heartland](#)
Ellie Lucas, founder & CEO, [Hunger Impact Partners](#)

WHEN: Tuesday, July 21; 9 a.m.

WHERE: Zoom <https://zoom.us/j/299746733>
Meeting ID: 299 746 733
Dial: +1 253 215 8782