



United Way  
of Broome County

United Way of Broome County, Inc.  
PO Box 550  
Binghamton, NY 13902-0550

## NEWS MEDIA RELEASE

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### **United Way of Broome County, alongside Broome County Hunger Heroes, Kick Off the *The Full Plate Project***

(VESTAL, NY) – United Way knows that hunger is a pervasive problem across the United States. Hunger means more than missing a meal. For 1 in 8 families, it often means choosing between buying groceries or paying rent. And the effects can be devastating – from poor health and malnourishment to impaired child development and overall poor well-being.

Together, with Broome County Hunger Heroes, United Way of Broome County announces ***The Full Plate Project*** a community-initiative supporting the Annual Community Campaign. ***The Full Plate Project*** works to ensure vital food insecurity programs are funded and available to those in need.

“As it has done for over 100 years, United Way has conducted an Annual Community Campaign to ensure vital health and human service programs are funded and available to our families, friends, and neighbors. During both prosperous and challenging times, this community has come together to support fellow Broome County residents,” shared Sheri Lamoureux, United Way of Broome County 2021-2022 Campaign Chair and Full Plate Project Community Champion. “We ask you to join ***The Full Plate Project*** so that no child, adult, or family is denied the most basic need to eat.”

***The Full Plate Project*** is an opportunity for you to join United Way’s philanthropic mission, and help ensure everyone can have access to healthy foods. By joining United Way of Broome County, you are part of a community-wide movement that tackles the underlying causes of problems to create lasting solutions.

“We are so grateful to the Broome County Hunger Heroes and the outpouring support of the community. The success of ***The Full Plate Project*** truly is dependent on the generosity of our community and coming together to create real change,” shared LoriAnne Welch, Executive Director.

Broome County Hunger Heroes include:

IBM	UHS	Nexstar
LeChase Construction	Coughlin & Gerhart	Hinman, Howard & Kattell, LLP
Levene, Gouldin & Thompson, LLP	Pacemaker Steel & Piping	KW Fitness
GHS Federal Credit Union	Home Central Stores	Beer Tree Brew Nick’s Pizza & Restaurant

**Join Us - 100% of your contribution to this initiative will go to food insecurity programs.**

Interested in learning more about ***The Full Plate Project***? If your business or organization is interested in becoming a Broome County Hunger Hero, please visit [www.uwbroome.org](http://www.uwbroome.org), or call 607-240-2000. Donate today to ***The Full Plate Project***.

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*United Way of Broome County unites donors, volunteers and community organizations in a common mission to drive change that will have a positive impact on the critical needs of our community by strategically leveraging the collective resources of community partners. Our focus is on Basic Needs, Health, Education, and Financial Stability. These are the building blocks for a good life and the cornerstones of a strong community. By combining contributions from individuals and organizations, United Way generates a larger pool of dollars and expertise to tackle the issues that matter most, to help those who need it the most, in ways that achieve the greatest impact. Our work is personal enough to change lives and powerful enough to improve conditions across the community we serve. United Way invites people to come together, LIVE UNITED and create the change we want to see.*

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