



THE FOOD BANK SINGAPORE LTD

218 Pandan Loop, Singapore 128408, [www.foodbank.sg](http://www.foodbank.sg)

*Press Release*

## **Calling all car drivers! Drive hunger away on World Food Day 2020**

**FBSG targets 100 tonnes of food donations for beneficiaries in  
Singapore**

**Singapore – August 27, 2020 –** The Food Bank Singapore (FBSG) today issues a rallying call to all car drivers to help steer towards a hunger-free Singapore on World Food Day 2020.

From October 16 to 18, FBSG is targeting to receive 100 tonnes of food donations for 360 beneficiary organisations that feed more than 250,000 individuals across Singapore.

Based on the theme “Drive Hunger Away”, this year’s World Food Day activities involve engaging car drivers and car clubs to come together in solidarity in donating, collecting and delivering food items to FBSG’s new premise at XPACE, 218 Pandan Loop.

Championed by the United Nations’ Food and Agricultural Organization, World Food Day promotes global awareness and action for those who suffer from hunger and for the need to ensure healthy diets for all.

### **Raising awareness of hunger issues, driving healthier donations**

The COVID-19 pandemic has resulted in a surge in the number of households coming forward to request for meal rations in 2020.

“With many unable to work and some losing their jobs during this season, the observance of World Food Day is of extra significance this year as we raise awareness on prevalent hunger issues in Singapore and ensure that vulnerable individuals and families do not go hungry,” said Nichol Ng, Co-founder of FBSG.

Apart from the usual non-perishable food items such as rice, oil and preserved food with at least a month of shelf-life, FBSG is seeking donations of healthier food items such as canned protein, whole wheat products and bread spreads.

Members of the public can make their donations at collection points in malls and Shell petrol kiosks across the island, where cars will collect from and deliver the food items to FBSG.

“Singapore is famous for great food and expensive cars. We thought it would be great to marry the two concepts into one fabulous campaign. ‘Drive Hunger Away’ was truly conjured on the basis that everyone can still take part in our food drive, all from the safety and comfort of their own cars. By using cars, the whole family can also participate together to drop the items off. Cars, community and continuity in feeding. The feeding must continue,” said Ng.

Breakfast Drive by Assure Group Insurance, Eagles Car Club, Jeep Owners Club Singapore, Outlander Passion Club (Mitsubishi), and Tridente Automobili (Maserati) are among the car clubs that have come on board to support this initiative.

Car drivers and car clubs that are keen to participate in this meaningful cause can contact Margarita Seah at [margarita@foodbank.sg](mailto:margarita@foodbank.sg) by September 30, 2020.

**About The Food Bank Singapore Ltd**

Established in 2012, The Food Bank Singapore ([www.foodbank.sg](http://www.foodbank.sg)) is Singapore's first food bank and aims to be the prevailing centralised coordinating organisation for all food donations in Singapore. Driven by its mission to eradicate food insecurity of all forms in Singapore by 2025, the registered charity bridges potential donors and member beneficiaries by collecting and redistributing donated food. Its members are registered charity organisations or special organisations with a designated meal programme for low income and underprivileged individuals and families. Through a network of more than 360 such organisations of all sizes, the food bank serves more than 100,000 families and over 300,000 people with all kinds of food – from fresh to cooked.

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