



Eastern Illinois  
**FOODBANK**

**MEDIA ALERT/  
PHOTO OPPORTUNITY**

08/21/2023

**For Immediate Release**

Contact: Sophie Becker

sbecker@eifoodbank.org

(217) 328-3663

**EASTERN ILLINOIS FOODBANK REIMAGINES FOODMOBILE PROGRAM**

**Urbana, Ill. (August 21, 2023)** - Eastern Illinois Foodbank (EIF) today announced the transformation of their Foodmobile program with the addition of a new trailer. EIF's Foodmobile program is a system of mobile food pantries designed to bring nutritious food to areas with increased need.

The trailer will allow the Foodmobile program to evolve from a single distribution in one location to multiple distributions each week throughout EIF's 18-county service area. The only one of its kind in EIF's existing fleet, the trailer allows the efficient transportation and distribution of meals to multiple towns each day. With distribution routes in 10 counties, and additional routes planned, the reimagined Foodmobile program has already doubled its impact in rural and underserved communities.

"With our communities facing obstacles such as increased food prices and transportation costs, it's more important than ever to meet our neighbors where they are," said EIF President & CEO Kelly Daly. "In the past year, we saw a 40% increase in people seeking our services. We knew had to evolve this program in order to best respond to the needs of our community."

The trailer was purchased with funds EIF received from a Reach and Resiliency grant through the state of Illinois, enabling increased distribution of USDA product.

**WHAT:** *Photo opportunity of new trailer and interviews at Foodbank prior to Foodmobile's departure for Vermilion County. Opportunity for media on distribution route.*

**WHEN:** **TUESDAY, AUGUST 22 2023 FROM 9-11:30 AM**

**WHERE:** **EASTERN ILLINOIS FOODBANK**  
2405 North Shore Dr.  
Urbana, IL 61802

**WHO:** *Media interviews available from EIF representatives*

A current Foodmobile schedule and updates regarding future food distributions can be found at the Foodbank's website at [www.eifoodbank.org](http://www.eifoodbank.org).

###

*Eastern Illinois Foodbank (EIF) works to alleviate hunger in eastern Illinois as the primary food source to a network of 170 food pantries, agencies, and other programs throughout our 18-county service area. Through these agencies, the Foodbank provides meals to more than 1.5 million people each year. Since 1983, EIF has led the fight against hunger and strengthened communities by providing food access, emergency relief, education, and advocacy to families in east-central Illinois. EIF is a member of Feeding America, Feeding Illinois, the United Way of Coles County, and the United Way of Champaign County. For more information, visit [eifoodbank.org](http://eifoodbank.org).*