



City of Winston-Salem

Proclamation

OFFICE OF THE MAYOR

- WHEREAS:** One in seven Forsyth County residents, including one in every five children, face food insecurity, and federal nutrition programs play a pivotal role in reducing childhood hunger and fostering children's development; and
- WHEREAS:** The City of Winston-Salem received a grant from the National League of Cities through funding from the Walmart Foundation to develop the THINK ORANGE campaign to increase participation in federal nutrition programs through community outreach, partnership, and collaboration; and
- WHEREAS:** Over the past year, the THINK ORANGE campaign has partnered with Second Harvest Food Bank, Winston-Salem/Forsyth County Schools, Ezekiel AME Zion Church, The Winston-Salem Urban League, H.O.P.E. of Winston-Salem, and Cobblestone Farmers Market and other stakeholders in its commitment to making sure no child, adult, or senior goes hungry year-round; and
- WHEREAS:** Winston-Salem has leveraged these partnerships to create an afterschool hot meals program, a fresh produce distribution program, expansion of Summer Feeding, a SNAP street team to expand SNAP enrollment, and SNAP/FNS matching programs in the fight against hunger in our community; and
- WHEREAS:** in April 2019, the city launched the THINK ORANGE Corporate Investment Fund to sustain the THINK ORANGE campaign at the conclusion of the grant; and
- WHEREAS:** September has been declared National Hunger Action Month; and
- WHEREAS:** The THINK ORANGE campaign partnered with Hanesbrands, Lowes Foods and Winston-Salem/Forsyth County Schools to raise awareness of the THINK ORANGE campaign by producing, selling and wearing orange socks and encouraging the public to buy and wear orange socks during September.

NOW, THEREFORE, I, J. ALLEN JOINES, Mayor of the City of Winston-Salem, North Carolina, do hereby proclaim September, National Hunger Action Month, to be

THINK ORANGE MONTH

in Winston-Salem, to bring attention to the reality of food insecurity and promote ways individuals can get involved in the movement to end hunger in Winston-Salem.

Given under my hand and seal this 10th day of September, 2019.

J. ALLEN JOINES

Mayor