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FEED THE CHILDREN, THE MALCOLM JENKINS FOUNDATION AND OMEGA PSI PHI PARTNER TO HELP 800 PHILADELPHIA FAMILIES DURING “GET READY FEST”

Families Can Access Wellness Resources, Food and Essentials to Prepare for the 2014-2015 School Year Season – All While Enjoying Family-Fun Activities

PHILADELPHIA, July 11, 2014 – With less than one month until summer break is over, it’s time to gear up for the busy year ahead. That’s why The Malcom Jenkins Foundation and Omega Psi Phi are partnering with Feed the Children to kick off “GET READY FEST” – an event that will provide 800 pre-identified Philadelphia-area families with wellness resources, food and essentials. On July 11 between 11 a.m. and 2 p.m., Get Ready Fest sponsors and volunteers will be at Deliverance Evangelistic Church at N. 21st Street and Sedgley Avenue in Philadelphia, offering a number of activities and distributing food and essential boxes, as well as a day of fun for youth.

The event is one of many that Feed the Children has planned across the country that are part of the organization’s [renewed vision](#) to create a world where no child goes to bed hungry. The organization’s fleet of 40 semi-trucks carries meals and household necessities all over the United States on the Americans Feeding Americans caravan. This is one of the first events that will showcase their new logo, which represents the non-profit’s approach and goal – to band together. The families have been pre-identified by Feed the Children’s nonprofit partner Nicetown.

Though the event will be held during summertime, families can plan ahead for the colder months ahead. Children will be provided coats, shoes and school uniform tops and bottoms donated by [Soles 4 Soles](#) and Big Brothers Big Sisters volunteers will be available to connect families to volunteer or mentoring opportunities. The event includes a Kids’ Zone where youth will experience an array of fun activities including a special obstacle course, face painting and the opportunity to meet Philadelphia Eagles’ cheerleaders.

“I remember what it’s like to be a kid, filled with wonderment, curiosity and just wanting to play,” said CEO of Feed the Children, Kevin Hagan. “Every child deserves that, and that’s what we’re setting out to achieve today with our important partners. We’re helping kids be kids.”

Because hunger and poverty can’t be tackled alone, a number of partners will offer additional wellness resources including:

- **Food and Essential Boxes:** Feed the Children provides approximately 25 pounds of supplemental food that will assist a family of four for up to a week, in addition to a 10-pound box of essential items. Additional donations are being provided by PepsiCo, Walmart and Bimbo and a gift box is being provided by Avon.
- **Health and Wellness:** Long-term health and wellness information for families and expectant mothers will be provided on-site. Veteran and senior-specific information will also be available.
- **Nutrition:** Representatives with Supplemental Nutrition Access Program (SNAP) and Women, Infants, and Children (WIC) will assist in program signups and offer additional program information.
- **Continuing Education:** Area educational institutions will offer information on continuing education and GED training.
- **Home Safety:** Philadelphia Police and Fire Departments will share safety preparedness tips, including when to check household fire and carbon monoxide detectors.

The roots of hunger go deep and it hurts kids every day, in every state in the U.S. In Philadelphia, [more than one in five children](#) live in households that have trouble putting enough food on the table for every member of the family.

“The Malcolm Jenkins Foundation (TMJF) is proud to team up and partner for this important event, our first in the Philadelphia area,” said Malcolm Jenkins, TMJF Founder and Chairman and NFL professional athlete. “Our work with Feed the Children and “Get Ready Fest” aligns with our mission to achieve positive change in the lives of youth, particularly those in under-served communities by providing resources, innovative opportunities and experiences that will help them succeed in life and become contributing members of the community,” he added.

“As a longtime supporter of Feed the Children, we’ll have hundreds of volunteers at this important event,” said Dr. Andrew Ray, Grand Basileus, Omega Psi Phi. “It is part of our ongoing commitment to make a long-term impact on our community.”

Feed the Children has a new brand! Find more information on Feed the Children at www.feedthechildren.org, www.facebook.com/feedthechildren, and on Twitter at @feedthechildren.

About Feed the Children

Feed the Children is one of the world’s leading anti-hunger organizations, dedicated to creating a world where no child goes to bed hungry. Since 1979, Feed the Children has grown into one of the largest U.S. based charities, accredited by GuideStar Exchange, the BBB Wise giving Alliance and a 4-star rating from Charity Navigator. By banding together with partners, donors and communities to defeat hunger, Feed the Children distributed over \$344 million in food, essentials, educational supplies, and medicine to over 10 million individuals in the United States and 18 other countries in fiscal year 2013. Visit www.feedthechildren.org for more information.

About The Malcom Jenkins Foundation

Founded in 2010, The Malcolm Jenkins Foundation (TMJF) is a 501(c)(3) non-profit organization with a mission to achieve positive change in the lives of youth, particularly those in under-served communities; by providing resources, innovative opportunities and experiences that will help them succeed in life and become contributing members of the community. The Foundation is committed to youth development initiatives and programs, which emphasize character development, leadership, education, life skills health and recreation. For more information visit: www.themalcolmjenkinsfoundation.org.

About Omega Psi Phi

As a community service organization, several programs are mandated for all chapters, highlighting the Fraternity's service agenda. International Achievement Week identifies and awards scholarships to outstanding high school students. High school students compete for honors and prizes in the Performing, Creative and Visual Arts in the International Talent Hunt competitions at the chapter, district, and then national levels. As part of President Obama's White House Fatherhood & Mentoring initiative, the Fraternity host Over 100 young men from across the United States in the annual Youth Leadership Conference. The annual conference targets young men ages 14-18. The young men attend workshops that include self-esteem enhancement, goal setting and academic success, health and wellness, sexual awareness, social and personal responsibility, family unity and conflict resolution. Voter Registration, Education, Mobilization, and Social Action Programs, are companion Fraternity efforts in neighborhoods. The Omega Psi Phi's commitment to service continues to be one of the hallmarks and why we partner with agencies "like Feed the Children," said Grand Basileus, Dr. Andrew Ray the President and Leader of Omega Psi Phi Fraternity, Inc.

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