



PRESS RELEASE

East Bay Companies Sign On to Help Meals on Wheels Diablo Region Launch “Feed the Soul”

Meals on Wheels Diablo Region is launching the Feed the Soul Campaign to provide Breakfast Bags to 4,600 vulnerable seniors in the East Bay. CSAA Insurance Group, Chevron Corporation, NBC Bay Area, Telemundo 48, and Mt. Diablo Resource & Recovery have signed on as sponsors to help raise \$28,000 in 28 days throughout the month of February so seniors can receive a healthy breakfast every day.

MOW Diablo Region currently delivers one meal a day to seniors who are not able to prepare a meal. For many seniors, it is the only meal they eat all day. They often split the meal for lunch and dinner or save small amounts of food when taking their medication. But one meal is not enough! For food-insecure seniors, breakfast can make the difference between hunger and good health. MOW Diablo Region is pleased that its sponsors have stepped forward to join the community in helping vulnerable seniors.

“We are committed to serving our members and communities with care and compassion,” said Karina DeLaCruz, Vice President of Community at CSAA Insurance Group. “Meals on Wheels Diablo Region’s important work aligns with our focus of building equitable, resilient, and vibrant communities where our employees and customers live and work, and we’re proud to support the Feed the Soul Campaign to provide meals to vulnerable seniors.”

Food insecurity is a major problem for seniors, who are often the hidden hungry. They are the fastest-growing population in the country and are not visible to us because many are homebound and isolated. Breakfast Bags provide healthy food such as fresh fruit, yogurt, cereal, oatmeal, string cheese, hard-boiled eggs, coffee, and tea.

Since last March, food insecurity and isolation among older adults has increased significantly. “Older” seniors often depended on “younger” seniors to pick up a few groceries. Now those younger seniors depend on MOW Diablo Region to receive meals. Isolation has also been a problem, one that employees at Chevron recognized when they reached out to MOW Diablo Region this past summer to begin the successful pen pal program with their senior clients. They have stepped up again to help MOW Diablo Region provide breakfast by being a sponsor of Feed the Soul. “Chevron is proud to continue our support to seniors through the Meals on Wheels Diablo Region - Breakfast Bag Program,” says Anita Miller, Advisor, Education & Corporate Programs. “Our commitment provides an active solution to end food insecurity and isolation while delivering nourishment and overall wellbeing for aging members of our community.”

The Breakfast Bags have made a big difference to the seniors who are currently receiving them. They don’t feel hungry all day and the extra food has a positive impact on their health and on their outlook as well. One senior called the Breakfast Bags her lifeline.

Feed the Soul launches on February 1st and runs through the end of the month. To help MOW Diablo Region provide 4,600 breakfasts, please join our sponsors with your donation today by going to mowdiableregion.org!

Meals on Wheels Diablo Region is an independent non-profit and the only meals on wheels in the county to deliver both meals and life-improving services that include, Fall Prevention, Care Management, Health & Wellness, Friendly Visitors, and Friendly Callers.