



Media Alert

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FOOD CRISIS SEVERELY IMPACTS SAN DIEGO COUNTY HOLIDAY DISTRIBUTIONS

San Diego North County — Community Resource Center (CRC) has begun set up of the 29th Annual Holiday Baskets program at the Del Mar Fairgrounds, and faces record demand amid critical lows in food supplies. “We collected and distributed **46 tons of food last year** for Holiday Baskets and the need is already 10% over last year and growing,” says CRC Executive Director Laurin Pause. Holiday Baskets is the largest distribution of its kind in the county, and closed its registration after a record **1,550 households**, equating to an estimated **7,000 individuals**, enrolled. Sadly, an additional **650 families who asked for assistance will not be helped**. “We are already beyond capacity, and the number of inquiries that continue to come in since we have closed registration is staggering,” reports Pause. “CRC is already looking into all additional food resources to help those families through what we know will be a tough winter.”

“This year, CRC stockpiles for the holidays are at an all-time and critical low. We’ve had so many families, children, and seniors coming to us for help throughout the year that we haven’t been able to set aside food for the holidays.” Like many food distribution centers nationwide this year, CRC has had the added challenge of unprecedented delays and decreases in federal food allotments. “Our decrease was nearly 22%, and we only recently received our first and only FEMA allotment,” says Pause. CRC also runs a year-round self-sufficiency program that includes weekly food assistance to over 300 households in need in the North County region, and has been struggling to keep up with a growing population of those who literally face choosing between food and rent.

Over 1,600 local volunteers and 200 groups and organizations are collecting and sorting donated food, blankets, outerwear, toys, bicycles, baby items, and much more for CRC’s annual Holiday Baskets program.

The greatest focus is on food this year because of the shortfalls, and CRC is appealing to the public for help. Visit the CRC Website at www.crcncc.org or contact Suzie Colby at scolby@crcncc.org or 760-230-6305 for more information.

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