



FOR IMMEDIATE RELEASE

June 13, 2018

Contact: Joy Cohan

530-668-0690

joy@yolofoodbank.org

YOLO FOOD BANK OUTREACH ENHANCED BY PHILANTHROPIC ENGAGEMENT DEPARTMENT ADDITIONS

Marketing, social media and philanthropic support needs at Yolo Food Bank now are being met by two talented newcomers to the organization, Christopher Myers as Marketing and Social Media Coordinator, and Lauren James as Philanthropy Coordinator. Both employees joined the Food Bank team in May.

While pursuing his undergraduate education at UC Davis, Myers distinguished himself as a leader in communications, technology and fundraising in the local community. He combined solicitation with innovation to create new revenue streams for the 2016 Whole Earth Festival at UC Davis, and previously energized TEDxUCDavis in several capacities, including as Director and Curator. More recently, Myers served in database, design and network administration roles for both the Yolo County Democratic Party and the California Democratic Council.

Myers' duties in his new position include collaborative conceptualization, design and execution of marketing and fundraising initiatives and social media campaigns, as well as website maintenance and enterprise-wide technology support.

"There's no more fulfilling place to work in the county than Yolo Food Bank," Myers commented. "To me, the organization represents the intersection of community organizing, sustainability, education and health, which complement my experience organizing Whole Earth Festival and TEDxUCDavis very well. I look forward to growing and thriving as I learn more about food systems and expand Yolo Food Bank's capacity to reach a broader audience."

MORE

Philanthropic Engagement Director Joy Cohan, Myers' supervisor, couldn't agree more about the assets that he contributes and how they enhance the work of the organization.

"Chris has a passion for Yolo Food Bank's mission, and he truly cares about the people at the heart of our work," Cohan shared. "He already is finding new ways to use technology to further our mission, and it's exciting to witness his capacity to inspire others and transform the work that we do, allowing us to achieve so much more than we would otherwise."

James came to the Food Bank following 18 months as the ArtAbout Coordinator for the Davis Downtown business improvement district. In this position, she built relationships with businesses and assessed their potential as art exhibit hosts, recruited and matched artists with venues and designed, wrote and arranged for all ArtAbout publicity and marketing materials. Her previous experience was in retail management, as she earned an Associate in Arts degree from Sacramento City College.

At Yolo Food Bank, James works to administratively support both annual funding initiatives and the concurrent "End Hunger Yolo" Capital Campaign for the organization's new warehouse and operations facility, scheduled to debut this January. She also has a focus upon community outreach to local businesses and service organizations, ensuring the Food Bank's visibility and awareness.

"I look forward to continuing to apply my experience and knowledge in building relationships within the community, and to provide support that enables Yolo Food Bank to continue to thrive and grow," James shared. "In just the short period that I've been with the organization, I have noticed already an excellent team approach and a remarkable commitment to our community."

Cohan confirms the value that James adds to the Food Bank team.

MORE

“The work to support our Capital Campaign and other philanthropic efforts is quite detail-oriented and we had to ask Lauren to dive in with little preparation,” Cohan stated. “I have been so impressed by her ability to be effective immediately, and also to work in such an engaging way in the community. We put her in a tomato costume at a tabling event on her second day, and she was instantly as comfortable in that role as she is administratively!”

Together with nearly 70 partner agencies, Yolo Food Bank serves the needs of more than 52,000 people in 19,000 households every month in pursuit of its mission to end hunger and malnutrition in Yolo County. Funds, food and time are needed to sustain these efforts. To donate, volunteer or learn more, please visit www.yolofoodbank.org.

#