



News Release

SHOW THE SPRIT OF THANKSGIVING BY HELPING ONE FAMILY AT A TIME DURING HUNGER AND HOMELESSNESS WEEK NOVEMBER 14-20

For Immediate Release

**Contact: Melissa Bunker (313) 886-9074
 Sue Taylor (818) 501-4616**

November 11, 2004... While many of us are planning feasts and football for later this month, there are numerous families wondering if they can make ends meet until the end of the month.

For those living in rural poverty, this is especially true. Their hunger is in stark contrast to the elaborate repasts some of us may set.

Many of those families are especially grateful this month to the nearly 100 families in Michigan and thousands of families across the country who demonstrate their thanksgiving each month with their participation in The Box Project, a novel way to address hunger and poverty.

The Box Project matches families who can help with families living in rural poverty. The sponsor is matched with a family in need and sends a box each month. The 42 year-old non-profit group has directly helped more than 15,000 families since 1962.

For the Jungwirth family of Rochester, this takes on special meaning this time of year." The stores are ready with holiday gifts in late October," laments Box Project sponsor Shirley Smith, "But the focus seems always to be about getting your list together or getting the best deal. What about the act of giving? What about those who can't shop till they drop?"

Angela Jungwirth and her three children wrap up a box to send to their family each month. Because she knows her family's needs and their ages, she can include appropriate things for them. At the start of school year they might send clothing or school supplies. Winters, even in Appalachia, are cold so the next box might include winter coats. There is no dollar amount that sponsors must spend and many send hand-me-downs that their children have loved and outgrown.

The Family Match program is an ideal way to demonstrate the spirit of Thanksgiving throughout the whole year, because it reaches far beyond the holidays. "It is nice for us in April or August to be sending that box, because it reminds my kids that poverty is a struggle some people live with 365 days a year." says Smith.

Those interested in joining the Family Match program can visit www.boxproject.org or call 800-268-9928.

A reported 7.5 million persons who live in non-metropolitan areas are classified as poor. Regional disparities put the South in the lead where 2001 data shows 17.6 percent of the non-metro population was poor. The Box Project serves rural families living below the poverty line in areas like the Mississippi Delta, Appalachia, as well as rural Maine and the Native American reservations in South Dakota.

100 Business Center Drive, Ste. 26 ~ Ormond Beach, FL 32174 ~ Phone: 386.677.8094 ~ Fax: 386.677.8617 ~ Web: www.boxproject.org

Our Mission: Encouraging families and individuals living in rural poverty in America to become self-sufficient and overcome the cycle of poverty by offering them friendship, education, and material aid.



News Release

About The Box Project

The Box Project, Inc. is a national, not-for-profit 501(c)(3) organization. Founded in 1962, The Box Project has been working to help people living in areas of the United States with the highest rates of rural poverty. We seek to ease the effects of poverty and increase mutual understanding through friendship, education, and material aid. With the help of our referring agencies, we seek out families who want to better themselves, work, and learn, then provide programs to support their growth and success.

For more information about The Box Project, go to www.boxproject.org or contact us at:

Contact:

The Box Project
Sue Taylor, Media Relations
Phone: 818-501-4616
Fax: 818-301-2666
Web: www.boxproject.org
Email: media@boxproject.org

Michigan Contact:

Melissa Bunker
On Behalf of The Box Project
Phone: 313-886-9074
Fax: 313-886-9073
Email: marketwrite@comcast.net

-###-