

IMMEDIATE RELEASE

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**NEW ENGLANDERS CELEBRATE END OF SUMMER
WHILE “FEEDING OUR NEIGHBORS”**

Hunger Spikes in US, Propelling Prominent New England Event Organizations
to Donate Unused Event Food.

Monday, August 29, 2011 - National Association of Catering Executives, New England Chapter, continues its “Feed Our Neighbors” initiative, teaming up again with industry leaders to help end hunger. According to Feeding America, 17 million children nationwide are struggling with what is known as food insecurity.

The latest collaboration brings together Ernie Boch Jr. - who hosted his annual end of summer party on Saturday 8/27/11, Chef, Anthony Ambrose of Ambrosia Catering, Tasha Bracken of SD Events, Eric Grenfell-Muir of Boston Rescue Mission (BRM) and New England Chapter, National Association for Catering Executives Community Service Chair and wedding photographer, Dana Siles. Today, Mr. Boch donated all unused food to BRM, whose mission is to offer resources to prevent and end hunger. According to Chef Anthony Ambrose of Ambrosia Catering, the donated food will feed between 200-250 people in need within the next 24 hours.

The idea to donate unused food from the Boch party came from a leading Boston-based event planner, Tasha Bracken of SD Events. As part of the donation, flowers, being provided by Winston, will be donated to a Norwood based nursing home. "Special events celebrate life, love and family, but it can be hard to put on a lavish event when you know there are so many struggling," said Bracken. "Our clients often ask how they can donate leftover food or flowers and we wanted to provide a solution that's easy and they can feel good about." As a member of NACE, SD Events is part of the committee, educating caterers and venues about how they can help with this effort. "Clients are embracing the initiative and we are glad to help find the right place to take the food and coordinate logistics."

As hunger continues to be a prevalent concern in the United States, New England Event Organizations are contributing not only their time, but their resources. “Feeding Our Neighbors” is a NACE New England initiative begun by Dana Siles, photographer and Community Service Chair of New England NACE. This initiative brings together local caterers, venues, event planners and party hosts in an effort to give unused food directly to food pantries and other food distribution non-profit agencies.

“We hope awareness spreads about this initiative and we will see more and more lavish events give back to the needy community,” says Naomi Raiselle, event cinematographer, and Public Relations Chair of New England NACE. “It’s horrifying how much fabulous, unused food from events is dumped in the trash every week as a result of caterers and venues believing that they could be sued should any of the food become tainted.” New England NACE has thoroughly researched the subject and discovered that the Emerson Good Samaritan Food Donation Act, passed by Congress during President Clinton’s administration (also known as The Gleaners Law), protects donators and collectors alike from any and all liability.

Top 10 tips as your start to a sustainable guide for planning and holding events:

- Use local produce
- Talk to the venue where you are hosting the event about donating the food
- Make sure venue is LED certified
- If appropriate, find a vendor that will use reusable (durable) plates and silverware BiodegradableStore.com
- Design a video invite; save paper
- Decorate with items you can give away at the end of the night – flowers, fruit, etc.
- Provide transportation to reduce the number of vehicles at event
- Make signs timeless by just including the event details, not the date and you can use them in subsequent years
- Events don’t have to be a huge party, plan an event to plant a tree, start a compost bin or set up rain barrels
- No bottles or cans; serve pitchers of beer, margaritas or your favorite martinis!

With more than 4,000 members, the National Association of Catering Executives (NACE), www.nace.net is the oldest and largest professional association dedicated to all aspects of the catering industry. Dedicated to promoting career success for its members and the professionalism of the industry, NACE offers educational programs, professional certification (CPCE), chapter initiatives, networking opportunities, recognition and awards programs, a job bank, community service projects and the industry’s most prestigious annual conference. In helping its members enhance their business and careers, NACE helps the industry reach its highest potential.