



SECOND HARVEST
of SILICON VALLEY

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FOR IMMEDIATE RELEASE

Second Harvest Food Bank of Santa Clara and San Mateo Counties unveils new logo and changes name to Second Harvest of Silicon Valley

San Jose, CA. – July 30, 2019 – Since its formation in 1974, Second Harvest Food Bank of Santa Clara and San Mateo Counties has grown into one of the largest food banks in the nation, providing enough food for 57 million meals a year. The tech boom that put Silicon Valley on the map and made it one of the wealthiest regions of the world has also driven up the cost of housing, forcing many working residents to choose between buying nutritious food and affording basic necessities. In fact, 1 in 4 residents are food insecure. To better reflect the diverse and dynamic community the food bank serves today, and to position the organization to meet the rising challenges that exist in the region, the nonprofit is unveiling a new logo and is changing its name to Second Harvest of Silicon Valley.

“Over the past four decades, Second Harvest has grown right along with Silicon Valley, and as a result, we’ve had to become more than just a food bank. After a thorough analysis, we decided it was time to update our name and logo to better reflect who we are today,” said Second Harvest of Silicon Valley CEO Leslie Bacho. “The issues surrounding food insecurity in this region are complex, and over the years we have implemented a number of programs, initiatives and partnerships to address the problem more holistically. Second Harvest has grown into an organization that is leading the community to end local hunger, and we think the new name and logo better represent both the challenges and opportunities of the region that we serve, as well as our commitment to finding new, more innovative ways to reach people with food.”

Second Harvest will roll out its new name and new logo — an image of a wheat stalk against the rising sun – immediately on its [website](#), [social](#) and other [digital properties](#). Over the next year, the organization will transition to its new branding on printed materials, signs, facilities and on its fleet of trucks, which drive an average of 1500 miles per week delivering food to its distributions and partner agencies located throughout Santa Clara and San Mateo counties. Bacho emphasized that Second Harvest will continue to serve Santa Clara and San Mateo counties as it always has. “We have a new name and look, but the same commitment to ending local hunger. Our vision, mission, commitment to the community and the geographic areas we serve remain the same.”

The organization's website at shfb.org – where the public can access information about food assistance, volunteer opportunities, and how to donate food and funds – will not change.

Founded in 1974, Second Harvest of Silicon Valley is a trusted leader in ending local hunger and is one of the largest food banks in the nation. The organization distributes healthy groceries through a network of 309 partners at 985 sites in Santa Clara and San Mateo counties. Due to the prohibitively expensive cost of living in Silicon Valley, hunger is at an all-time high as more and more families are forced to sacrifice nutritious food for housing. Second Harvest is helping to keep people healthy and housed by providing enough nutritious food for 57 million meals a year— half of which is fresh produce. Second Harvest also connects people to federal nutrition programs and other food resources, and advocates for anti-hunger policies on the local, state and national levels. To learn more about how Second Harvest is building a hunger-free community, visit shfb.org.