



[www.rockCANroll.org](http://www.rockCANroll.org)

The sad reality is that more people, including those with jobs, are turning to emergency food agencies for assistance, and these agencies have less food to give. More than 35 million Americans, including 12 million children, are living with hunger in this country (based on a study released in November 2006, by the United States Department of Agriculture). Combine the current stock market volatility with other economic issues, and we expect the 35 million to underestimate the current needs.

**rock CAN roll, Inc®** is a grassroots, volunteer, 501(c)3, non-profit, hunger relief organization and think tank whose mission is to be a source that CAN continually restock the shelves of emergency food agencies.

**rock CAN roll®** collaborates with rock concerts, schools, corporations, and private individuals to collect cans and non-perishable food (and basic provisions) for distribution to local agencies and into the hands of children, seniors and families who live with hunger and poverty.

**rock CAN roll, Inc®** grew out of a love of rock ‘n roll music and a concern for people who live with hunger and in poverty. Their niche to beat hunger and ease the burden of poverty is unique.

Founder and President, Aimée Holtzman, says her vision for the organization is that **rock CAN roll® CAN** become like recycling. Just as people know to put their recyclables out each week, when they see the **rock CAN roll®** logo on concert tickets and promotional materials, “FANS will know to BRING CANS” or a healthy and nutritious non-perishable food donation to that event. It takes time to start a movement, but Aimée believes with help from those who ‘get it’, it is clear to see that **rCr** is a fast, quick and easy way to restock the dwindling shelves of emergency food agencies throughout the country.

For example, the management of The Capital One Bank Theatre at Westbury, on Long Island, piloted the **rock CAN roll®** program and has proven it is a win-win for all! **rCr** volunteers are on site to accept donations. They pack-up the food, distribute it immediately to local emergency food agencies (within a 5-10 mile radius of the venue) and into the hands of people who live with hunger and in poverty. The organization is very ‘**GREEN**’ their ‘**FOOTPRINT**’ is small and their impact is immense! **rCr** does not warehouse food!

When FANS show up without food, they often make monetary donations that fund **rCr** initiatives that CAN procure more food for more people. One such ‘**GREEN**’ initiative is the ‘**rock CAN shop**’ Project that enables teens (or any volunteer) who wish to fulfill community service requirements, to do so, on their own schedule. With our list of most-needed foods in hand, along with coupons from the newspapers or internet sites such as FoodCouponsDirect.com, and weekly circulars, **rCr** sends “shoppers” in outlying areas a check (anywhere from \$100 - \$250) to shop for an emergency food agency with-in a five or 10 mile radius of where they live. Many parents comment on what a valuable experience our ‘**rock CAN shop**’ program is. They shop with their teens without ‘supermarket-wars’ on a mission to help others. Not only do their teens learn how to negotiate a supermarket, they see how much \$100 (doesn’t) really buy!

With gas and food costs at an all-time high, and the economy in such disarray, **rock CAN roll®** is needed now, more than ever, to get healthy and nutritious food to men, women and children who need it.

**rock CAN roll®** needs your help to fund a small staff, to grow the organization and to manage the business. If twice a month large venues throughout the country collaborate with **rCr**, think of how many people who would not have to worry about how or what they are going to eat! Madison Square Garden, for instance seats nearly 20,000 people! John Lennon told us to ... Imagine there’s no hunger...that is what **rock CAN roll®** does.

The **rock CAN roll® organization** is always looking for new collaborators, volunteers, supporters and friends to help in their quest to beat hunger. To learn more about **rock CAN roll®**, contact Aimée Holtzman at [Aimee@rockCANroll.org](mailto:Aimee@rockCANroll.org) and visit their website [www.rockCANroll.org](http://www.rockCANroll.org).