



FOR IMMEDIATE RELEASE

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**Senior Resource Association will mobilize “champions”
March 21st – 24th to help raise awareness for senior hunger and isolation. The 14th annual March for Meals Community Champions Week will provide community leaders an opportunity to support homebound seniors.**

Vero Beach, FL – February 23, 2016 - The month of March will mobilize thousands of Meals on Wheels programs across America to raise awareness for the growing number of older adults in need of daily, nutritious meals and to address senior hunger and isolation.

Senior Resource Association of Indian River County will participate in the 14th annual March for Meals' Community Champions Week by giving businesses, organizations, government leaders, and volunteers who contribute so generously in our community an opportunity to support homebound seniors.

The 2016 Community Champions Week will be celebrated Monday, March 21st through Thursday, March 24th. “Champions” will gather at Senior Resource Association’s headquarters in Vero Beach and Sebastian, and help deliver hot meals to homebound older adults throughout Indian River County. Each champion will spend approximately 1.5 hours delivering nourishment, socialization and a daily wellness check to seniors on their route. Last year more than 55 Community Champions delivered meals for our local Meals on Wheels’ program.

“The event provides an excellent opportunity for us to engage local and state leaders to speak out and help raise public awareness for the nutritional and social needs of our seniors,” said Karen Deigl, Senior Resource Association President & CEO.

In 2015, Senior Resource Association’s Meals on Wheels program delivered 58,629 hot, daily meals to homebound seniors. An additional 5,626 Emergency Meals on Wheels were delivered and 32,256 congregate meals were served at various locations throughout Indian River County. The local demand continues to grow and exceed the organization’s funding. There are currently more than 100 seniors on the waiting list.

“The cost for one meal per senior is \$6 per day (\$2,200 per year). It’s simply too expensive for those older adults who are already forced to choose between paying for housing, medications or food,” said Deigl.

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In addition to mobilizing champions throughout the area, city and county officials will officially proclaim March as their “Meals on Wheels” month. Public proclamations will be made on the following dates:

- February 24th City of Sebastian
- March 1st City of Vero Beach
- March 8th County Commissioners
- March 17th City of Fellsmere

For more information about nutritional programs or to become a March for Meals Community Champion, please contact Senior Resource Association at 772.569.0760 (x139) or events@sramail.org.

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Senior Resource Association

The Senior Resource Association (SRA) is a 501 (c)(3) non-profit organization and the Lead Agency on Aging in Indian River County. For nearly 40 years SRA has been recognized as a valuable resource for seniors in the community. SRA provides programs and services that support and advocate for independence and dignity of older adults, including Meals on Wheels, Adult Day Care, Information Referral, and Transportation services.

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