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Travel Professionals Volunteer with a Focus on Food Security and Homelessness in Anaheim during IPW Travel Tradeshow

ANAHEIM, California – June 1, 2019 – Tourism Cares unites 75 travel professionals for their Tourism Cares for Anaheim program as a kick-off to the U.S. Travel Association’s IPW, the leading international inbound travel trade show, driving $4.7 billion in future travel to the United States.

The program joins the formal travel industry, community-based organizations and the small shareholder agriculture community to support initiatives developed to address the growing issues of food security and homelessness in Orange County.

“California has been severely impacted by Climate Change -- we have seen weather become more extreme with longer periods of droughts to growing frequency of forest fires. This has impacted people’s livelihoods and travelers’ perceptions of the destination,” said Greg Takehara, CEO, Tourism Cares. “The organizations we are working with in Southern California are creating solutions to bring normalcy, basic needs, and security back to the region – from combating food waste, to providing meals and job training for those most vulnerable, we are using business to drive the work of the Sustainable Development Goals to reduce poverty and hunger in Anaheim.”

There are nearly 456,000 people at risk for hunger every month in Orange County, and in the US – 38 million, or 12% of the population are food insecure. Program participants will harvest and plant at the Giving Farm in Westminster, CA, a farm-to-food bank collaborative community program, managed by Solutions for Urban Agriculture, the Orange County Food Bank, OC Farm Bureau, & the Westminster High School Agriculture Program. The farm seeks to offer innovative solutions to some of the pressing food security, public health, ecological, workforce and educational needs facing urban environments today. Their lunch will be supported by Bracken’s Kitchen, a 501(c)3 organization that uses food recovery, culinary training and a community feeding program to recover, re-purpose and restore both food and lives. Delegates will enjoy fresh meals off Bracken’s Food Truck “Betsy” – part of their programming that has used a fun, innovative way to provide meals to the less fortunate at the average food cost of .28 cents.

“As we look at the United Nation’s Sustainable Development Goal’s collectively, not in individual silos, it becomes clear that some of the most ambitious and transformational goals are some of the easiest to accomplish once we recognize that collaborative, sustainable thinking and doing brings multiple benefits,” said A.G Kawamura, chairman, Solutions for Urban Agriculture. “We cannot accomplish all the goals on this list if agriculture is not doing well. But when you pull the food, energy, water and technology nexus together that sets the stage for success on a scale as big as the world and as small as your own community or home.”

In addition to volunteering, Tourism Cares delegates will support Anaheim’s mission to address homelessness by partnering with Love Anaheim to support their Better Way Anaheim program. Better Way offers voluntary community service projects for those who are homeless to provide basic work experience as well as access to additional services to help end homelessness. Ten participants will work side-by-side with Tourism Cares participants to earn gift cards in exchange for their day of service.

“Better Way Anaheim has served more than 550 homeless individuals since its launch in December of 2017 and has seen dozens of homeless individuals exit the street in to shelters and permanent supportive housing, in addition to seeing many enter part-time and full-time employment,” said Nathan Zug, executive director, Love Anaheim. “Better
Way Anaheim is an innovative way the City of Anaheim is addressing homelessness by providing work like experience, resources, support and encouragement for homeless individuals to take their next steps toward ending their own homelessness."

*Tourism Cares for Anaheim* marks the third program held in conjunction with IPW and is made possible by The U.S. Travel Association, IPW Anaheim, Brand USA, Visit California, Visit Anaheim, and Rovia.

**About Tourism Cares**
Tourism Cares, Inc., a U.S. 501(c)(3) nonprofit that advances the travel industry’s positive impact to help people and places thrive. We believe it’s in all our best interest to support the destinations our industry depends on so that communities, travelers and businesses can prosper. We mobilize the entire industry to use its business as a force for good by convening, educating and motivating all sectors to make a positive impact through travel. Learn more TourismCares.org and @TourismCares.

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