

FOR IMMEDIATE RELEASE

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As Unemployment Rises So Do Lines at Local Food Bank

New Orleans, LA, May 4, 2009 – Local food bank, Just the Right Attitude (JTRA) is at capacity. They are assisting the largest number of first time applicants in their history. Families who formerly were in an economic position to donate to the food bank now find themselves seeking assistance.

JTRA provides a vital resource in a greatly underserved community. Families who must choose between buying food and paying rent have another choice, thanks to JTRA. Families who wish to rebuild their lives in New Orleans East, after so many of the disaster response providers have left the area; have a consistent, reliable and vital resource to keep food on their tables.

Debra South Jones, Executive Director of JTRA recently commented “I started JTRA 10 years ago; I have never seen so many people – the number of first timers increases every week... This economy has people on the toughest times, ever...” Ray Reggie, the Chairman of the Board added... It is so sad when we run out of food and have to look at the people in line and say... Hopefully next week we’ll have more food, knowing I’m going home to a pantry with food in ... its heart breaking... We need help and we need it now. We need food, monetary donations and some volunteers to work in the warehouse.”

JTRA is already meeting increased demand for food service to the people of New Orleans, especially New Orleans East and the surrounding areas. In the coming year, JTRA will achieve the following:

- 3.5 million pounds of food distributed
- 550,000 individuals served
- 130,000 hot meals provided

However, due to rising unemployment rates JTRA now finds itself in the unfamiliar position of reaching out to the community requesting assistance instead of offering assistance. If you would like to see this organization continue serving the community you may make a monetary donation in two ways:

JTRA, May 4, 2009

1. Mailing your contribution directly to JTRA at:

**Just The Right Attitude
P.O. Box 827194
New Orleans, LA 70187**

2. Making a secure online donation at: <http://jtra.org/help.html> and click on the “Make a Donation” button.

If you are unable to make a financial contribution but still wish to support this much needed community resource, JTRA is always in need volunteers to assist us at the food bank. When addressing the need for community support at JTRA, Reggie added... “Come volunteer for 3 hours and you’ll be hooked – you’ll want to come every week. I promise you’ll have a real appreciation for those who don’t have enough to eat.”

JTRA has won several awards for its service to the community including the “Lindy Boggs Hunger Awareness Award” in 2006. Executive Director Debra South Jones was voted one of the 40 International Unsung Heroes in 2007. She was voted Role Model of the Year in 2004, Business Woman of the Year in 2006, and first runner-up to the Kramer Award by Mazon: A Jewish Response to Hunger.

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