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FOR IMMEDIATE RELEASE

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### **Cal Poly Graphic Communication Students Support FFA Rally to Fight Hunger**

SAN LUIS OBISPO – Cal Poly graphic communication students are doing their part to help fight hunger worldwide.

The National FFA Organization (formerly the Future Farmers of America) and Kids Against Hunger invited the students to design artwork for food packages to be distributed in the U.S. and throughout the world to feed the hungry.

The meals were assembled by more than 9,000 FFA members and volunteers working over three days during the 2012 National FFA Convention held recently in Indianapolis as part of the FFA's Rally to Fight Hunger.

"The historic service event surpassed its target of packaging 1 million meals," said Harvey Levenson, head of Cal Poly's Graphic Communication Department. "The project demonstrates Cal Poly's commitment to educating students so they are uniquely prepared to enter a profession. It also lets them use their knowledge and talents to serve humanity."

Led by Cal Poly Graphic Communication Professor Colleen Twomey, six students submitted designs meeting the requirements for design, graphics, typography, and information about the package contents. The team had numerous exchanges with FFA and Kids Against Hunger representatives to refine the designs.

"The objective of the project was to design professional-looking graphics," Twomey said. "In addition to giving students a real-world experience, it provided them the opportunity to make a substantial contribution to an important social cause."

Each package contains 13.8 ounces of a mixture of enriched rice, fortified soy, dehydrated vegetables and a blend of 21 vitamins and minerals. "Along with National FFA staff, we worked with Cal Poly graphic communication students to improve the packaging for domestic use to include a more retail look that allows the bag to stand out, have microwave instructions and nutritional information," said Larry Moore, executive director of Kids Against Hunger – Greenwood. "The design also incorporated the logos of the National FFA Organization and sponsors of the FFA Rally to Fight Hunger."

The Rally to Fight Hunger launched the FFA's "Feeding the World – Starting at Home" initiative to help students understand and take action to address the issues and effects of global hunger.

To facilitate the meal-packaging operation, the FFA worked with Kids Against Hunger, a humanitarian food-aid organization that seeks to eradicate hunger worldwide. To achieve that goal, Kids Against Hunger enlisted volunteers at numerous locations throughout the U.S. and Canada to package the highly nutritious soy-rice casserole that is distributed to children and families in more than 60 countries. About 40 million meals are packaged annually.

Cal Poly student participants included Kayla McCarty, Annie Priestly, Logan Spittler, Victoria Chau, Emma Lacey, and Eli McNutt.

"The artwork designed by the Cal Poly students looked extremely professional and nicely represented the FFA, Kids Against Hunger and the sponsors of Rally to Fight Hunger," said W. Dwight Armstrong, chief executive officer of the FFA.

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### **About Cal Poly's Graphic Communication Department**

The department ([www.gre.calpoly.edu](http://www.gre.calpoly.edu)) was founded in 1946 and is one of the largest and best-known programs of its kind in the U.S. It includes concentrations in graphic communication management, web and digital media, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with grants and endowments and with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories. The department is nationally accredited by the Accrediting Council for Collegiate Graphic Communications. The Graphic Communication Institute at Cal Poly ([www.grci.calpoly.edu](http://www.grci.calpoly.edu)) focuses on services for industry, including research, testing, product evaluations, consulting, training, seminars, workshops, conferences and publishing.

### **About the National FFA Organization**

The National FFA Organization is a national youth organization of 557,318 student members. It includes nearly 7,500 local FFA chapters in all 50 states, Puerto Rico and the Virgin Islands. The FFA aims to make a positive difference in the lives of students by developing their potential for leadership, personal growth and career success through agricultural education.



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