



## MEDIA ADVISORY

MEDIA CONTACT: Jordan Rubin  
EMAIL: jordanr@northwestharvest.org  
TELEPHONE: 206.923.7426  
TWITTER: @nwharvest  
FACEBOOK: Facebook.com/NWHarvest  
WEB: northwestharvest.org

# KZOK ROCKS THE HARVEST DURING STATION'S 22<sup>ND</sup> ANNUAL FUNDRAISER FOR NORTHWEST HARVEST

*Station listeners bring in over \$100,000!*

*Providing nutritious food for local families struggling with hunger*

(Seattle, WA – October 18, 2019) Northwest Harvest, Washington state's leading hunger relief agency, raised a total of \$101,743 at this year's KZOK Rock the Harvest radiothon, powered by Delta Air Lines. These donations equate to 456,000 nutritious meals that will be distributed to local food banks, meal programs, and high-need schools.

"For KZOK, it's all about the fight to end hunger here in the great Pacific Northwest," stated KZOK's Program Director, Chris Sargent. "It's totally awe inspiring to bring advertisers, listeners, and staff together for another year focused on making a meaningful difference here at home."

The 12-hour on-air funds drive has become a yearly tradition – and a fabulous way for radio listeners to participate in and support the health and wellbeing of their local community.



"We are always so excited for this annual event," said Northwest Harvest CEO, Thomas Reynolds. "To be able to engage with radio listeners and hear the personal stories about their life experience as they are calling in to make a contribution is an amazing thing to be a part of. The support for Northwest Harvest from KZOK and their listeners is deeply appreciated."

Special thanks goes out to Rock the Harvest sponsor, Delta Air Lines; radiothon media sponsors Beacon Plumbing, Tacoma Dodge Chrysler Jeep Ram, Aqua Quip, and Papa John's Pizza; as well as all those who called the station in support of their community.

Over the past 22 years, Rock the Harvest has over nearly \$1.2 million, making it one of the largest and most impactful annual one-day campaigns for Northwest Harvest and our state's emergency food system.

If you missed out on this year's event, please go to [northwestharvest.org](http://northwestharvest.org) to make a donation.

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### About Northwest Harvest

Northwest Harvest is Washington's leading hunger relief agency – supporting a statewide network of 375 food banks, meal programs, and high-need schools. Focused on improving equity in our food system, Northwest Harvest believes everyone in Washington should have consistent access to nutritious food that nourishes the body, mind, and spirit. In addition to making sure those who suffer from hunger have increased access to healthy food, Northwest Harvest aims to shift public opinion, as well as impact institutional policies and societal practices that perpetuate hunger, poverty, and disparities in our state.