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Contact Bren Herrera at: [OMITTED FOR WEB VIEWING]

HUNGER LIVES NO MORE: FLANBOYANTEATS LAUNCHES ‘ONE COMMENT. ONE EATS.’ CAMPAIGN

Blogger Donates One Food Item for Each Comment Left by her Readers

Atlanta, GA [November 20] — Bren Herrera, creator of FlaNboyantEats.com, proudly announces today the creation of the new *One Comment. One Eats.* campaign to end hunger. For every comment left on the first post of each month on her blog by her readers, Herrera will personally donate one food item to a food bank, charity or family in need. Initially, Herrera will focus her efforts locally— however eventually she hopes to help feed the hungry nationwide, with the support of bloggers and sponsors across the country.

Think globally, act locally

Born in Havana but raised in Northern Virginia, Herrera now calls Atlanta and Washington, DC home – and credits both her Cuban roots and her current urban stomping grounds as inspiration for the *One Comment. One Eats.* campaign. In Cuba, Herrera says, “food is still rationed by the government.” While this may be unfathomable to many of us, Herrera says, “it is a reality for the island nation. I eat well every day, and the thought of a person, let alone a child, going to bed hungry is unacceptable— anywhere. “

The situation is even worse in other parts of the world. According to the World Health Organization, an estimated one-third of the world is well-fed, one-third is under-fed and the final one-third is starving. Still, it isn’t necessary to travel to far-away places to encounter the hungry – they are our neighbors. According to the USDA, in 2007, 11.1 percent of U.S. households (13 million households) were food insecure, and in today’s difficult economic climate, the numbers may be even higher. It was this harsh reality and her passion that prompted Herrera to create the *One Comment. One Eats.* campaign. “I want to do something to make a difference,” she says, “and actions speak louder than words.”

‘One Comment. One Eats’ and how it works

At the beginning of each month, Herrera will create a dedicated post on her blog for the *One Comment. One Eats.* campaign encouraging her readers to comment. For each comment she receives on the post by the 15th of the each month, she will donate one food item to a local food bank, charity or family. Only one comment per reader per month will count toward the monthly donation total. “I Gave” badges will be distributed to all readers/commenters, for display on their own blogs. Those interested in launching *One Comment. One Eats.* in their own towns are encouraged to contact Herrera, as are sponsors.

About Bren Herrera

Bren – or “B” as her friends like to call her – is a personal chef, artist, TV personality, traveling writer, teacher and fashionista – and the creator of Flanboyant Eats, an award-winning food blog featuring tasty Cuban and global recipes and cooking videos, which are inspired by her travels. Herrera now spends her time in Atlanta and Washington, DC. For more information about Herrera or the *One Comment. One Eats.* campaign, please visit FlanboyantEats.com.

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