

World Food Day...

On October 15 and 16, 2010, the Donald Danforth Plant Science Center will commemorate World Food Day, by leading a major community initiative to raise awareness about the effects of global hunger and the long and short terms solutions that are happening right here in St. Louis.

Many of your members are familiar with the Danforth Center and *our mission to better the human condition through plant science*. However, many may be surprised to learn that **a child dies every six seconds from conditions related to hunger and malnutrition**.

*The response from the heart is to help **immediately**.*
*The response from the head is to seek **long-term solutions**.*

The Danforth Center's October 15-16 World Food Day Commemoration will engage people in **both types of solutions**:

- **From the Heart:** in 48 hours at the Center, over **1500 volunteers** will create nutritious packaged meals for more than **200,000** people facing starvation in sub-Saharan Africa.
- **From the Head:** after volunteers conclude their one hour packaging session (engaged and uplifted by the experience of packaging food), they will then have a chance to see our labs and greenhouses and learn about long-term strategies and the key foods being explored to address global hunger (and meet the scientists who address this challenge **every day**).

We would love to have a team representing the St. Louis AgriBusiness Club join us in this effort. We are also in need of volunteers to help us operate this community-wide event on October 15 and 16. I have attached additional information on the event and volunteering and would appreciate your help in spreading the word and helping us increase awareness of global hunger and the solutions going on right here in St. Louis.

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Our mission: Improve the human condition through plant science.

World Food Day Educational Outreach Program

**~ Building Awareness of Hunger and Nutrition and
Compassion for the Poorest of the Poor ~**

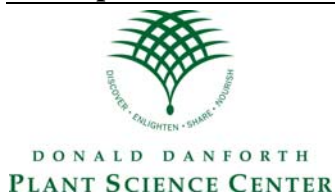
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About the Danforth Center:

Our Mission:

To Improve the Human Condition through Plant Science:

Feed the Hungry ~ Preserve the Environment

~ Make St. Louis the World Center for Plant Science

The Danforth Center is the largest non-profit plant science research institution in the world. Scientists – from 22 nations – are working to discover scientific solutions to address malnutrition and the degradation of our planet.

Why World Food Day?

In sub-Saharan Africa – one of our focus areas – a **child dies every six seconds** from malnutrition:

- the response *from the heart* is to help immediately
- the response *from the head* is to seek long-term solutions

Our World Food Day Commemoration will engage people in both types of solutions because there is so much that well-educated, compassionate citizens can do.

How You Can Help!

On **Friday and Saturday, October 15-16**, the Danforth Center will host a community awareness event to commemorate “World Food Day” – a global day to increase awareness, understanding and action to alleviate hunger.

From the Heart:

Engage Children and Adults in a Hands-On Activity which Immediately Alleviates World Hunger:

- Sign up via our website August 2, www.danforthcenter.org, form your team of 10-12 people (including children 7 and up) and join us for one hour food packaging session. The actual cost of food/packaging/shipping for a one hour session is \$30. We are asking a registration fee of \$15 per student and \$20 per adult to help offset these costs. We will raise the rest.



From the Head:

Learn About the Long Term Solutions St. Louis is Taking in Addressing Global Malnutrition:

- Following their packaging sessions, volunteers will be invited to tour our labs and greenhouses, meet the members of our international team and begin understand the long-term health and hunger solutions on which we work.
- Time spent following the packaging session will not only provide scientific insight – *what goes into scientific discovery, what are the tools to engage in research in this age of technology?* – visitors will also be able to meet some of the members of our team who hail from distant lands in search of solutions to help the truly impoverished.

We're going to need at least **1500** individuals in our region – children (as young as seven, with a parent) and adults – to participate in and benefit from this highly unique, hands-on, educational experience. We anticipate that more than **200,000** of the world's poorest people will be fed as a result of the vision and generosity of our remarkable community.