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FOR IMMEDIATE RELEASE

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CoastHills' "Blue Jean Bash" generates \$20,000 for SLO County Food Bank's Backpack program.

The event was touted as "a celebration of food, wine, and community." When it was all over, the real celebrating was on behalf of the SLO County Food Bank's Backpack program.

The CoastHills Community Foundation's inaugural "Blue Jean Bash", held on Saturday afternoon, June 27th at the picturesque Chateau Felipe in Templeton, provided more than 200 county residents with a sampling of food and beverages from several local vendors. Monte Mills and the Lucky Horseshoe Band added the music.

The event included a silent and live auction, which combined to generate \$20,000 in net proceeds. CoastHills presented the Food Bank with a check equaling that amount this week, which will be used for the Backpack program.

"This is our third year working with CoastHills on events that benefit the Backpack program," commented Carl Hansen, the SLO County Food Bank's Executive Director. "Their passion for our programs is incredible, and their ability to put on a great event is a key part of the success."

During the past two years, CoastHills "Rancho Vino" event in Orcutt generated more than \$50,000 in net proceeds, which was divided between the SLO County and Santa Barbara County Food Banks to support their Backpack programs. The third annual Rancho Vino will take place on September 19th, this time at the Monarch Club in Nipomo.

"Even though these events take a huge amount of organization, we truly enjoy doing them," CoastHills Community Foundation Chair Scott Coe said. "It is a great way to

enjoy the beauty of the Central Coast while creating vital funding for the people who need it the most.”

About the BackPack program:

The BackPack program has been implemented to ensure that nutritious food, rather than hunger, becomes a regular part of a child’s life. The program’s recipients include children who participate in school lunch activities and after-school activities, but run the risk of being hungry on the weekends when these traditional programs are not available.

Every Friday, backpacks filled with ready-to-eat foods, including fresh fruits and vegetables, are delivered to a Food Bank Partner school for distribution to children in the greatest need. On Monday, the children return the backpacks and the process of assembling the food and preparing the backpacks starts all over again.

About the CoastHills Community Foundation:

The CoastHills Community Foundation, a 501©3 organization established in 2005, has a straightforward mission: Serve the Underserved. Fueled by staff, member, and community donations, the foundation provides funding to organizations that provide critical supplies and financial literacy to those who need it the most.

About CoastHills Federal Credit Union:

CoastHills currently serves more than 64,000 members in Northern Santa Barbara County and San Luis Obispo County with 11 branches and a full-service call center. With assets of more than \$600 million, CoastHills is one of the largest, independently owned financial institutions on the Central Coast.