

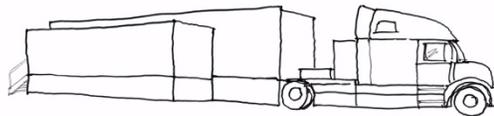
# THIS IS HUNGER™

A community engagement program of MAZON | A Jewish Response to Hunger

*The faces of hunger in America are both familiar and hidden from view,  
yet they are all too real and far too many.*

MAZON: A Jewish Response to Hunger has a long tradition of engaging the American Jewish community as well as anti-hunger organizations to become catalysts for the change we need to end hunger in America. We know all too well that there are persistent myths about hunger in America, about who is hungry and why. Until our nation recognizes the profound prevalence of hunger here at home, we will never be able to rally the political will required to end it.

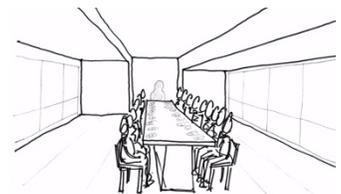
That's why, in November 2016, MAZON will officially launch the public tour of *This Is Hunger*, a powerful community engagement program that will encourage individuals to embark on a journey—one that will challenge their beliefs about who in America struggles with hunger and why and empower them to take action.



## The *This Is Hunger* Experience

*This Is Hunger* is a high-impact, experiential installation on wheels—literally, it's a big rig. When the 53-foot-long double expandable trailer is parked and open on both sides, it provides almost 1,000 square feet of interior space to take participants on a voyage of awareness and activism: to help them understand the stark reality of hunger in America and to spark their commitment to taking action that will help end hunger once and for all.

- 1) **Part One: *Illuminate***—Participants enter the truck and are invited to sit at a communal table to meet, virtually, real people struggling with hunger. Portraits are projected at each end of the table, one by one, as they share their stories in their own voices and in their own words.



- 2) **Part Two: *Advocate***—At the end of Part One: *Illuminate*, participants are invited to engage in hands-on activities and experiences to deepen their awareness about the complexities of being hungry and to join MAZON in educating the rest of our nation and advocating for change.



MAZON assembled an acclaimed creative team to help bring *This Is Hunger* to life, including Barbara Grover, Photographer and Documentarian; Marni Gittleman, Creative Director/Principal Concept & Content Developer; Gail Greenberg, Principal Designer; Chris Green, Multimedia Show Developer/Production Designer; and Karen Snider, Project Manager/Developer.

*This Is Hunger* will be on tour nationwide for 10 months with stops in and around Los Angeles, Phoenix, Tucson, Dallas, Atlanta, Miami, Washington, D.C., the greater New York area, Philadelphia, Boston, Cleveland, St. Louis, Kansas City, Chicago and the San Francisco Bay Area.