

# National campaign against hunger

By Regina M. Ford

USA for Africa and the student leaders from 1,000 colleges and high schools in fifty states have joined together in a student campaign against hunger. The Campaign, entitled "So Let's Start Giving: The National Student Campaign Against Hunger", is being organized by the student

Public Interest Research Groups (PIRGs) based on over 100 campuses.

"Students have been among the strongest supporters of USA for Africa," said Amy Carter, a student member of the campaign advisory board. "But we must do more than buy the album, we must commit ourselves to the

struggle to end hunger."

In a message to students nationwide, Lionel Richie, co-author of the hit single "We Are the World" said, "The National Student Campaign Against Hunger is your chance to join forces with USA for Africa in making a brighter day for so many less fortunate people. You

are the hope of the future. Give your time, talent and energy to begin building that future now."

"Through USA for Africa, we have reached so many people," said Ken Kragen, founder and President of USA for Africa, "but the National Student Campaign Against Hunger enables us to build leadership for the future."

"The Campaign will have a three-part focus; GIVE: fundraisers to benefit USA for Africa; LEARN: educational events to deepen understanding about hunger; and ACT: local projects to attack hunger in the United States," said Patty Dorsey, chairperson of the Massachusetts Public Interest Research Group and a student at Boston College.

Students who conduct the most creative and effective projects in each category will be honored at the World Hunger Media Awards ceremony by USA for Africa at the United Nations this November. The World Hunger Media Awards are sponsored by Kenny and Marianne Rogers.

"We look forward to working with the campaign and helping to honor those students who conduct the most successful campaigns in their schools and communities," said Marty Rogol, Executive Director of USA for Africa.

The Campaign has formed a National Speakers Bureau of many of the nation's leading hunger experts in association with Lecture-Literary Management Inc. of New York City. The Bureau, bringing together many of the leaders of hunger organizations for the first time for such an educational campaign, includes Ken Kragen and Marty Rogol, President and Executive Director of USA for Africa; David Guyer, President of SAVE the Children; John Hammock, Executive Director of Oxfam American; Francis Moore Lappe and Joseph Collins, co-founders of the Institute for Food and Development Policy; and Dr. Larry Brown, Chairperson of the Physician Task Force on Hunger in America. Guest stars from USA for Africa will speak depending upon availability.

The Campaign mailed a 32-page "Hunger Action Manual" to 30,000 student leaders at every college and high school in the country at the end of August. The manual was produced with assistance from BBD&O, a New York-based advertising agency and the Crisis Action Team, a group of volunteers from New York's advertising community.

A number of prominent individuals have joined the campaign advisory board including: Marty Rogol, Executive Director of USA for Africa; Reverend Theodore Hesburgh, President, University of Notre Dame; Amy Carter, Freshman at Brown University; Representative Mickey Leland (D-TX) Chairperson, House Select Committee on Hunger; Representative Marge Roukema (R-NJ) Ranking Minority Member, House Select Committee on Hunger; Representative Benjamin Gilman (R-NY); Dr. Larry Brown, Chairperson, Physician Task Force on Hunger in America; Peter Davies, President, Interaction; John Ham-

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*We Are The World*



## Now You Can Do More To Fight Hunger Than Buy The Record.

You can join "So Let's Start Giving: The National Student Campaign Against Hunger." Working with USA for Africa, thousands of students across America are joining together in a three part campaign:

- **GIVE:** Organizing fundraisers for USA for Africa
- **LEARN:** Sponsoring educational events to deepen understanding and commitment to ending hunger
- **ACT:** Planning community projects to attack hunger at home

Students who conduct the most effective and creative projects will be honored by USA for Africa at a special United Nations awards ceremony on November 26, 1985.

So get involved in the Hunger Campaign at your school. TOGETHER WE CAN MAKE WORLD HUNGER ANCIENT HISTORY!

For more information, contact :

### SO LET'S START GIVING: THE NATIONAL STUDENT CAMPAIGN AGAINST HUNGER

National campaign office: 37 Temple Place, Boston, MA 02111 (617) 423-4644

*"The National Student Campaign Against Hunger is your opportunity to join forces with USA for Africa in making a brighter day."*

- Lionel Richie

so let's  
Start  
giving

A PROJECT OF THE STUDENT PUBLIC INTEREST RESEARCH GROUPS (PIRGs)  
IN COOPERATION WITH USA FOR AFRICA

USA  
AFRICA