



**FARESTART**  
GREAT FOOD · BETTER LIVES

## NEWS RELEASE

Media Contact: Stephanie Schoo, [stephanie.schoo@farestart.org](mailto:stephanie.schoo@farestart.org) or 206.787.1561

### **FareStart Launches “Eat. Act. Give.” Campaign with \$1 Million Match from Amazon**

*Campaign will engage the Seattle area community to alleviate homelessness through financial donations, volunteerism and dining at FareStart restaurants and cafes*

SEATTLE (November 15, 2018) – FareStart announced today the launch of a new campaign called “Eat. Act. Give” to support its foodservice job training programs that alleviate homelessness and poverty. The campaign is a region-wide initiative to encourage the community to get involved through donations, volunteerism and dining at FareStart eateries. The goal of the campaign is to raise \$2.5 million by the end of the year to support FareStart’s job training, life-skills programs and services for more than 500 people.

To double the impact of FareStart’s efforts, Amazon will match donations and restaurant revenue up to \$1 million through the end of the year. This is Amazon’s second million-dollar match to the nonprofit organization. In 2017, Amazon also donated and outfitted more than 25,000 square feet of space on its South Lake Union campus for FareStart’s new apprenticeship program and three new dining concepts.

Last year, FareStart saw a record-breaking number of youth and adults come through its doors looking for job training and help with housing. Eighty-seven percent of the people who entered FareStart’s largest program, Adult Culinary Training, were experiencing homelessness or unstably housed – a 26 percent increase over the past four years. The organization has also seen a 47 percent increase in its housing budget as it works with partners to provide housing for its students while they gain job skills. FareStart also provides wraparound services such as mental health counseling, substance use counseling and life skills training for its students.

“The homelessness crisis is incredibly complex, but job training is a part of the solution,” said FareStart CEO Angela Stowell. “Ninety-percent of our students gain employment after graduating from our Adult Culinary Program. Six months later, 85% are still employed. We are grateful to our neighbor Amazon for generously investing in our students, helping them create a pathway toward a brighter, more stable future.”

“FareStart provides hundreds of youth and adults essential tools and skills to help them obtain sustainable employment and improve their lives each year,” said Alice Shobe, Director, Amazon in the Community. “We continue to support FareStart’s incredible work in the community and we hope our \$1 million match donation will inspire others to enjoy a great meal at one of FareStart’s eateries and help those in need transform their lives.”

FareStart’s “Eat. Act. Give.” campaign will run through the end of the year. The community is encouraged to participate in a variety of ways through [EatActGive.org](http://EatActGive.org): giving direct online donations; organizing a fundraising team with family, friends or co-workers; purchasing FareStart student supplies from the AmazonSmile Charity List; volunteering to prepare and deliver meals for homeless shelters;

buying FareStart gift cards for holiday gifts; using FareStart Catering for holiday events and parties; and dining at FareStart eateries.

FareStart's Seattle-based eateries are open to the public with all profits supporting job training programs.

- FareStart Restaurant, 700 Virginia St.
- Maslow's by FareStart, 380 Boren Ave. N. (adjacent to Amazon's Houdini North Building)
- Community Table by FareStart, 399 Fairview Ave. N. (inside Amazon's Houdini North Building)
- Rise by FareStart, 399 Fairview Ave. N. (inside Amazon's Houdini North Building)
- FareStart Café @ PacTower, 1200 12<sup>th</sup> Ave. S.
- FareStart Café @ 2100, 2100 24<sup>th</sup> Ave. S.

For more information about the campaign, visit [EatActGive.org](http://EatActGive.org).

### **About FareStart**

FareStart is a nonprofit organization that transforms lives by empowering people who are experiencing homelessness or living in poverty through job training and employment in the foodservice industry. Part of the job training takes place at the organization's restaurants, cafes, catering and community meals businesses, which also generate revenue for its programs. Since 1992, FareStart has provided opportunities for more than 9,500 adults and youth, while serving over 10.7 million meals to Seattle area schools, homeless shelters and healthcare facilities.

### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about) and follow [@AmazonNews](https://twitter.com/AmazonNews).

###