

# New national famine relief campaign launched

Two Degrees Food, a social enterprise food company and Relief International, a global non-profit organisation in Somalia have partnered to launch a national Famine Relief Campaign to help children suffering from malnourishment in Somalia.

Two Degrees, a food company aimed at fighting childhood hunger, operates on the basis where for each all-natural, gluten-free food bar purchased, the company donates one medically formulated nutrition pack to a child in need. Two Degrees currently works with NGOs in Malawi, Haiti, Ethiopia and Kenya.

In order to address the famine, which has put people at risk of starvation, Two Degrees has announced that all bars purchased in any Whole Foods Market from 16 September to 16 October 2011 will trigger donations directly to Somalia through Relief International's Feeding Centers.

"Every day, many children die while traveling to refugee camps and an even greater number die after reaching the over-burdened and under-supplied refugee camps. Consistent with our mission, we feel compelled to help," said Will Hauser, founder and president of Two Degrees Food of his decision to focus efforts on famine relief.

Relief International, who has been in operation in Somalia for years, provides emergency relief, rehabilitation, development assistance, and program services and is capable of treating children the children.

"It's difficult not to be discouraged by the size of the problem. But, we need to do more. Two Degrees' model, in its simplicity, provides us the nutritional therapeutic food that hungry children so desperately need," said Dr. Farshad Rastegar, CEO of Relief International.

"People don't have much to spare these days, and many of those who can, have given. This campaign makes it easy for people to help without spending an additional dime. Two Degrees does it for them," said Rastegar.