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ABC7/KABC-TV LOS ANGELES TEAMS UP WITH COLIN KAEPERNICK'S KNOW YOUR RIGHTS CAMP TO DONATE 4,500 IMPOSSIBLE PATTIES TO SOUTHERN CALIFORNIA FOOD BANKS

Donation Is Part of ABC7's Feed SoCal Campaign That Aims to Help End Hunger

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ABC7 Los Angeles, Southern California's most-watched television station, teamed up with Colin Kaepernick and [Know Your Rights Camp](#) to aid in reducing food insecurities through food donations as part of [ABC7's Feed SoCal Campaign](#). The Know Your Rights Camp donated 4,500 frozen Impossible patties, a plant-based meat, to the Los Angeles Regional Food Bank through its [partnership with Impossible Foods](#).

The 112 cases of frozen plant-based patties were delivered to the Los Angeles Regional Food Bank, which will distribute the patties to three other food banks throughout Southern California. The majority of donated food is allocated to low-income families and individuals, with approximately one-quarter of the food being donated to children.

At the start of the summer, ABC 7 announced its partnership with ESPN LA 710 and the Southern California regional food banks to host the 9th Annual Feed SoCal Friday. The Feed SoCal Campaign includes the following food banks in Southern California: Los Angeles Regional Food Bank, Second Harvest Food Bank of Orange County, Feeding America Riverside/San Bernardino and FOOD Share, Ventura County's Food Bank.

“We have a history of supporting the local food banks, this is part of our mission in the communities we serve,” said Cheryl Fair, president and general manager of KABC-TV Los Angeles. “This year, the need is significantly greater; we are seeing more people experiencing food insecurity due to the pandemic. That is why we are grateful to Colin Kaepernick and the Know Your Rights Camp, who share the same goal to reduce food insecurities and stepped up with a donation of carefully selected food that is a healthy alternative for communities who simply do not have access.”

In response to the COVID-19 crisis, the Southern California regional food banks has increased food distribution by more than 70%, reaching over 200,000 people every week.

“Since our announcement of teaming up with Impossible Foods earlier this month, we continue to work toward our goal of helping to feed 1 million people together. We are excited for this most recent collaboration with ABC7/KABC-TV Los Angeles. Know Your Rights Camp is happy to help provide relief and continue the fight against food insecurity to our most vulnerable communities in Southern California,” added Patricia Robinson, director of Community Outreach, Know Your Rights Camp.

Last year, with the support of ABC7’s sponsors, donors and viewers, the Feed So Cal campaign received over 6.5 million lbs. of food donations, resulting in over 5.5 million meals for those in need. The goal is to match or beat last year’s numbers.

To view more stories of the critical need for food during the COVID-19 crisis and ways to donate, viewers are encouraged to tune in every Friday until Sept. 11, 2020, to ABC7’s 11:00 a.m. and 5:00 p.m. newscasts. Visit www.abc7.com to donate to the food bank of your choice.

About Know Your Rights Camp

Know Your Rights Camp was co-founded by Colin Kaepernick in 2016 with the mission to advance the liberation and well-being of Black and Brown communities through education, self-empowerment, mass-mobilization, and the creation of new systems that elevate the next generation of change leaders. Know Your Rights Camp operates on the grassroots level, with previous programs in cities like Miami, Chicago, Baltimore, and more. The KYRC COVID-19 Relief Fund was established in March 2020 to aid Black and Brown communities disproportionately impacted by the pandemic and the Know Your Rights Camp Legal Defense Initiative was established in May 2020 with top defense and civil rights lawyers providing legal resources for our freedom fighters on the front lines.

Know Your Rights Camp is a fund of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, a Four-Star Charity that meets all 20 Better Business Bureau charity standards and carries the GuideStar Platinum Seal of Transparency. All donations are tax-deductible.

<https://www.knowyourrightscamp.com/>

About KABC Los Angeles

ABC7 Los Angeles is Southern California’s No. 1 local news and information source. ABC7 is a leader in digital and social audience engagements and was the first station in the Los Angeles market to regularly broadcast news in high definition and also the first local television station in the United States to surpass 3 million Facebook followers. The station’s offices and studio are located in Glendale, California.

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