



NEWS RELEASE

For immediate release

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**STAR PROMOZ BRINGS BUSINESSES TOGETHER TO FIGHT
CHILDREN'S HUNGER ON LONG ISLAND**

**Immediate summer needs for children's food items create business
friendships and joint organization efforts.**

Brightwaters, NY. (July 1, 2014) — Long Island's Star Promoz, an award winning promotional products and business marketing provider, expands its six year networking event, The Lunch Break, to include a children's food drive for The INN (Interfaith Nutrition Network). The INN is the largest non-profit social service organization fighting hunger on Long Island.

This partnership developed once Helen Zagaro, owner of Star Promoz, was alerted to The INN's immediate need for children's food items during the summer months when school is not in session. Children who normally receive nourishment at schools suffer the greatest when the financial burden falls back on families in need.

Zagaro decided to act by transforming her networking luncheon into a food drive for children friendly food items. "Long Island's businesses do so much already for the well-being of their communities," said Zagaro. "I felt that this opportunity would provide them yet another chance to come together and do something great."

Donations will be accepted on the day of the event, which is slated for late summer 2014, as well as in advance by contacting Star Promoz. Items that need refrigeration can be scheduled for pick-up by volunteers. Shelf stable milk, peanut butter, frozen kid dinners, apple sauce, canned fruits, juice boxes, and granola bars are just a few of the items in high demand.

Both existing The Lunch Break attendees and professionals new to the group are invited to sponsor this event, donate, and join the organizing efforts. “Each of us is successful at promoting good and services each day through sales and marketing efforts,” said Zagaro, who creates memorable branded items that encourage fun and unique promotional efforts. “I love using our collective skills and promoting a broader, important social message.”

Zagaro’s call to action includes inviting businesses to follow her lead and transform their open houses, retail sales events, and other special events into opportunities to promote The INN’s efforts and collect the much needed food items.

About The INN: The mission of The INN (Interfaith Nutrition Network) is to address the issues of hunger and homelessness on Long Island by providing food, shelter, long-term housing and supportive services in a dignified and respectful manner for those who seek the organization’s help. For more information, please visit www.the-inn.org or call (516) 486-8506.

About Star Promoz: Star Promoz provides branded promotional items for businesses and campaigns. It is located on Long Island, and serves an international client base. Locally, Star Promoz is home to The Lunch Break, a Long Island business networking event, and Schwaggy, a plush dog mascot and brand ambassador for open houses and special events. For information, call (631) 580-6035 or visit www.promotions.li

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