



## National World supports The Trussell Trust Emergency Campaign

**Monday, 21 November 2022**

Titles across the National World portfolio have today launched a country wide campaign in support of The Trussell Trust, to encourage emergency support for food bank centres across the UK in light of the rising reliance on such facilities as the cost of living crisis worsens.

The Trussell Trust charity has a network of more than 1,300 food bank centres across the UK which rely on 40,000 volunteers working tirelessly around the clock to make sure people facing hunger can access the food and support they need. They are the safety net that is catching people struggling to get by.

The charity's long term goal is a future without emergency food, where everyone has the income and support they need to get by, but right now they are focused on ensuring that everyone has access to food.

Emma Revie, Chief Executive of The Trussell Trust, said: "People are struggling to afford the essentials and we are expecting that this winter will be the hardest yet for food banks and the people they support.

"The public has continued to be generous with its donations, but food banks are having to buy twice as much food as they did last year and that, combined with rising operational costs, is making it hard for them to keep going."

Titles across National World are calling on the generosity of their community of readers and journalists to help to make a true difference this winter by sparing whatever they can to support The Trussell Trust's emergency appeal.

Speaking of the campaign Laura Collins, Publisher, National World said: "We are a force for good in the communities we serve and by harnessing our collective strength across our titles we hope we can make a real difference to people's lives.

"Food banks are at breaking point and following the bruising Autumn Statement there are very real worries that more and more people will be turning to them for support as the Cost of Living crisis only continues to deepen.

"Not only are they seeing a rise in demand for people turning to them, but there is also a worrying dip in donations as people are forced to tighten their purse strings.

"It is a crying shame that we need food banks in this day and age but we're determined to do all we can to support people through this difficult time."

Donations can be made via <https://www.trusselltrust.org/nationalworld/> and the money raised will go directly to food banks to ensure that anyone who needs a helping hand this winter gets it.

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