



City of
OAKLAND
California

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News from: Human Services Department

FOR IMMEDIATE RELEASE

May 5, 2014

**Commemorating the 50th Anniversary of the War on Poverty
Join the March to END POVERTY!
May 17, 2014 @ Oakland's Lake Merritt**

Oakland, CA – Over 50 years ago, in 1964, President Lyndon B Johnson declared a “War on Poverty” and today that war still wages on. In Alameda County, **173,156 (12%)** of our residents live in poverty and unfortunately **1 out of every 7 (14%)** are children. This is a call to action for the community to join the Alameda County – Oakland Community Action Partnership (AC-OCAP) on **Saturday, May 17, 2014** for the **9th Annual March to End Poverty** as we come together to raise awareness about the social conditions of the 173,156 people who live in poverty within Alameda County. The first 400 attendees who bring a non-perishable food item to donate to the food drive, sponsored by our corporate partner Schnitzer Steel, will receive a **FREE** t-shirt. Registration begins at 9 a.m. at the Lake Merritt bandstand – across from 666 Bellevue Avenue, just behind Fairyland. The March starts *promptly* at 10 a.m. and this event is **FREE** to the public. For more information or to register visit www.AC-OCAP.com or call (510) 238-2362.

Become an Advocate for Change! Local agencies, faith based organizations, and the community at-large are encouraged to participate in the event by organizing teams. Join the movement and become an **Advocate** for change - organize a team of 10 or more to march with you and let us know what your team is marching for example – WE MARCH TO: End Childhood Poverty. Recruit your team by enlisting co-workers, family members, and friends to walk with you as we come together to renew our commitment end to poverty in Alameda County.

Engage. Inform. Connect! Immediately following the march, a **FREE** community fair, including a healthy lunch, snacks, hands-on children activities, and live entertainment, will be held to connect, engage, and inform the community about a variety of programs, resources, and opportunities available to help families. Our elected officials will also be on hand to talk about how we can collectively work together to eradicate poverty throughout Alameda County - because together we can make a difference!

For more information or to register, go to www.AC-OCAP.com or call (510) 238-2362. For media relations contact Y'Anad Burrell, Glass House Communications, yanad@glasshousepr.com or (510) 891-1833.

“We must open the doors of opportunity. But we must also equip our people to walk through those doors.” President Lyndon B. Johnson

[About Alameda County - Oakland Community Action Partnership \(AC-OCAP\)](#)
Community Action Agencies were established under the Economic Opportunity

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City of Oakland Hosts
March to End Poverty
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Act of 1964 as part of America's War on Poverty. AC-OCAP is part of broad national and state network of nearly 1,000 agencies, both non-profit, private and public organizations, that extend across the United States—all working to eliminate poverty on a local and national level. AC-OCAP involves local citizens in its effort to address specific barriers to achieving self-sufficiency.

AC-OCAP is committed to reducing poverty by providing innovative programs and services to assist Alameda County's low-income individuals and families. AC-OCAP has been helping people, change their life since 1971.

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