

Los Angeles Times

FOOD BOWL

LA Times Food Bowl

Food Forward was the premiere local non-profit partner for the inaugural Los Angeles Times Food Bowl, a month-long food festival hosted by LA's biggest media company.

Serious Scale

The inaugural festival in 2017 drew more than **100,000 attendees** and featured nearly **300 events** across Los Angeles.

Big Names

Food Forward received **\$5 from each ticket sold** to the festival's kick-off event with **Roy Choi, Massimo Bottura, Dominique Crenn**, & others at the historic Theatre at Ace Hotel, with a short Food Forward film screened prior to the panel discussion.

Community Involvement

Food Forward's largest harvest of the year was incorporated into the festival program, providing Angelenos with a **hands-on opportunity to fight hunger** one orange at a time. Food Forward also provided **thousands of pounds of fresh produce** for feeding the **five thousand in Pershing Square**.

Cross-Promoted Partnerships

Food Forward's *Rescued Food* series with Salt & Straw **received priority placement** in the Food Bowl program and at the Grand Park Night Market.

Communications

Food Forward capped off a month of online promotion with an **exclusive e-blast** to its mailing list detailing highlights of the month's partnership and offering a Los Angeles Times subscription link.

