



SANTA CRUZ WARRIORS

Santa Cruz Warriors Announce Community Partnerships With Second Harvest Food Bank On Food Insecurity Initiative for the 2024-25 Season

By Santa Cruz Warriors Staff / November 7, 2024

A blue promotional graphic with white text and logos. At the top, it says 'SWISHES FOR DISHES' in a large, bold font, with a basketball icon above 'SWISHES' and a fork icon above 'DISHES'. Below this, it says 'PRESENTED BY KAISER PERMANENTE.' with the Kaiser Permanente logo. Underneath are logos for 'THE ATHLETES' CORNER' and 'FEEDING AMERICA'. At the bottom center is the 'SECOND HARVEST FOOD BANK SANTA CRUZ COUNTY' logo. Below the logos, the text reads: 'DURING THE '24 - '25 SEASON, EVERY TIME THE SANTA CRUZ WARRIORS SCORE A POINT, 10 MEALS WILL BE DONATED TO THE SECOND HARVEST FOOD BANK OF SANTA CRUZ COUNTY.'

SANTA CRUZ, CA – The Santa Cruz Warriors are partnering with Second Harvest Food Bank of Santa Cruz County to support their annual Holiday Food and Fund Drive (HFFD), the team announced Thursday. Led by Santa Cruz Warriors Team President and HFFD co-captain Chris Murphy, this community partnership will mark Santa Cruz’s most comprehensive food insecurity initiative to date as the Warriors collaborate with Kaiser Permanente, The Athletes’ Corner, Ticketmaster, and Whiting’s Foods to ensure that meals are donated at every game-day touchpoint. From the ticket purchase process to in-arena concessions to the points being scored on the court, the Sea Dubs will work with Second Harvest Food Bank to raise awareness, generate funds, and bring the community one step closer to a hunger-free Santa Cruz County.

Swishes for Dishes will serve as the headlining program in the organization’s community partnership with Second Harvest Food Bank to support their annual Holiday Food and Fund Drive. 10 meals will be

donated to the Second Harvest Food Bank of Santa Cruz County for each point the Santa Cruz Warriors score this season across both home and away games. Originally launched in 2020, the Santa Cruz Warriors, Kaiser Permanente, and The Athletes' Corner have donated 222,850 meals to Second Harvest Food Bank over the past four seasons.

"After hearing the reality that over 65,000 local Santa Cruz community members rely on Second Harvest Food Bank to help avoid hunger each month, I hope everyone asks themselves what more they can do to support Second Harvest. We at the Warriors heard that call and are committed to doing more. After donating over 60,000 meals last year, we are excited to continue the Swishes for Dishes initiative in Santa Cruz for the fifth season in partnership with Kaiser Permanente," said Chris Murphy, Santa Cruz Warriors Team President and Second Harvest Food Bank Holiday Food and Fund Drive co-captain. "What makes this season even more exciting is the opportunity to work with some of our great partners like Kaiser Permanente, Ticketmaster, and Whiting's Foods to make this an all-encompassing initiative so that we can increase our overall support of Second Harvest Food Bank."

In addition, the Warriors are partnering with Ticketmaster to offer fans the opportunity to donate meals to Second Harvest Food Bank with every ticket purchased through the Ticketmaster website. A \$10 donation at checkout will provide 30 meals and a \$5 donation will provide 15 meals to Santa Cruz residents in need.

Lastly, the Sea Dubs are partnering with Whiting's Foods, the in-arena concessions vendor at Kaiser Permanente Arena, to offer fans the opportunity to add a donation of 15 meals, or \$5, to all food and beverage purchases at Warriors home games this season.

"At every touch point along the fan journey, we are providing Santa Cruz Warriors fans the opportunity to support fellow community members via a donation of meals to Second Harvest Food Bank," Murphy said, "we know how much our loyal Sea Dubs fans support us, and we look forward to watching them support local community members in need in our collective efforts to reduce food insecurity."

"Kaiser Permanente is committed to helping the communities we serve access the food they need to live full and healthy lives," said Eric Henry, Senior Vice President and Area Manager, Greater San Jose Area. "We are proud to once again support this meaningful partnership because we know when people lack food or proper nutrition to support daily needs, they are less likely to be or stay healthy."

To donate directly to the Santa Cruz Warriors fundraising efforts on behalf of Second Harvest Food Bank's Holiday Food and Fund Drive, [CLICK HERE](#).

The Santa Cruz Warriors open the season against the Valley Suns at home on November 8 at 7 p.m. PT. All fans in attendance will receive an Opening Night T-shirt, courtesy of Kaiser Permanente. Limited tickets for Opening Night are still available by visiting santacruzbasketball.com, emailing scwtickets@warriors.com, or calling (831) 713-4400. Stay up to date with the latest Santa Cruz Warriors news, scores, and exclusive content by downloading the official Santa Cruz Warriors [app for iOS and Android](#).

About Kaiser Permanente

For the past 79 years, Kaiser Permanente has been committed to shaping the future of health and health care — and helping our members, patients, and communities experience more healthy years. Kaiser Permanente is recognized as one of America's leading health care providers and not-for-profit health plans. Since July 21, 1945, Kaiser Permanente's mission has been to provide high-quality, affordable health care services and to improve the health of their members and the communities they serve. Kaiser Permanente currently serves 12.5 million members across 8 states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal Permanente Medical Group physicians, specialists, and team of caregivers. Their expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery, and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education, and the support of community health.

About Second Harvest Food Bank

Second Harvest Food Bank Santa Cruz County is a 501(c)(3) nonprofit organization dedicated to ending food insecurity in the Santa Cruz community through food distribution and nutrition education. Originally founded in 1972, Second Harvest Food Bank Santa Cruz County was the first food bank in California and is the second oldest in the nation. Second Harvest partners with local organizations to reach families, seniors, and individuals in need, providing meals to 65,000 local residents every month. Through community involvement and advocacy, Second Harvest works to address food insecurity and foster a healthier, hunger-free Santa Cruz County.

About The Athletes' Corner

The Athletes' Corner is a 501(c)(3) nonprofit organization that works with professional athletes and teams to strengthen families who are struggling mentally, spiritually, and physically through the vehicle of sports. Through The Athletes' Corner vs. Hunger initiative, The Athletes' Corner and Feeding America are providing meals to millions of people struggling with food insecurity through a unique approach linked to the in-game performance of athletes and the teams they partner with. The Athletes' Corner also creates uplifting media content that is focused on faith and family to be a light for those who need more uplifting mentally and spiritually. Visit theathletescorner.org or their [Instagram](#) to learn more.

[Link to original story.](#)