

THE “EXPERIMENT HUNGER” PROJECT

What the project entails

During the last week of September, 2011, **19** well known New Brunswickers (along with their families, if they are joining them) will pick up a food bank hamper from their local food bank. These individuals will be eating from these hampers for a period of three days and asked to record their daily experiences. Their entries will be made public on the Common Front for Social Justice website (www.frontnb.ca). The participants will not be allowed to accept free food from others but are encouraged to eat at least once at their local soup kitchen. They will also be allowed to use standard pantry items such as flour, oil, salt, tea, coffee and condiments such as ketchup and mayonnaise.

The goals of the project

- a. To increase empathy towards the struggles faced by those living on social assistance;
- b. To help N.B. citizens understand that charity is not enough and that poverty reduction requires a political solution, namely a government decision to increase the social assistance rates;
- c. To create enough support within the general public to convince elected Members of the Legislative Assembly to implement raises in N.B.’s welfare rates in order to reach the average of the Atlantic Provinces.