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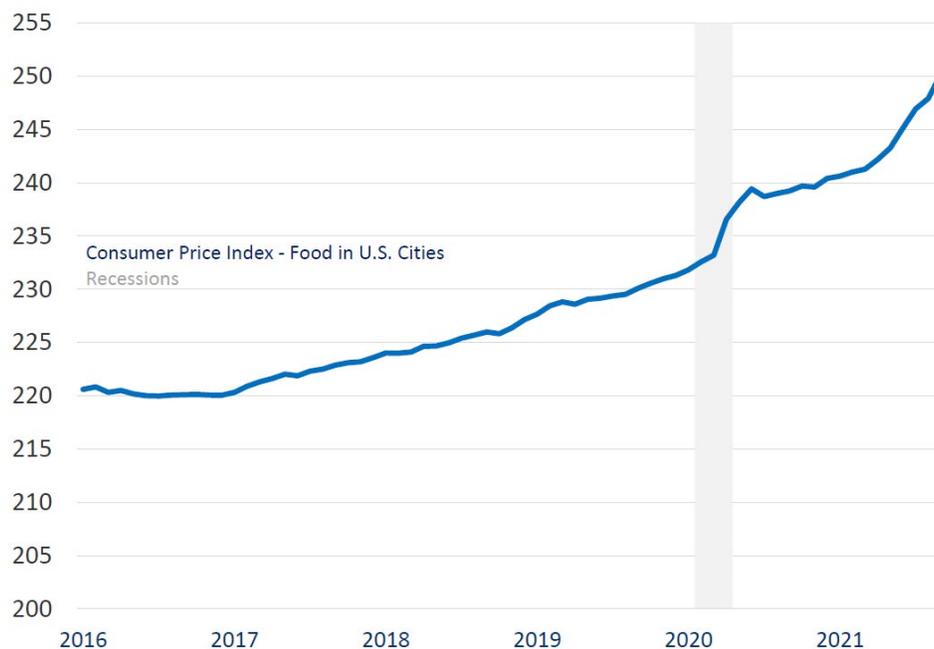
Breadcoin Announces Coin Value to Increase to \$2.50 in January

Washington, DC (November 10, 2021) –Breadcoin announces that the value of its food token will increase to \$2.50 on January 1, 2022. This is the first increase in the value of the token in five years. Accepted at more than 60 participating locations in DC and Baltimore, the Breadcoin food token provides food to those in need with the dignity of choice. The initial value of \$2.20, in 2016, has stayed constant as food costs remained relatively steady between 2016 and 2019. Since the beginning of 2020, food costs have increased more than 9 percent. The change in the value of the token reflects the change in the cost of food.

“Low-income and fixed income families in DC and Baltimore are experiencing higher food costs. The change in the value of the token ensures families can eat, and participating businesses can cover their higher costs,” says Breadcoin President and Ph.D. Economist Scott Borger. “Breadcoin provides a way for underserved communities to adjust to higher food costs.”

Breadcoin provides an inflation-adjusted token to address these higher food costs. It uses a variety of different measures to adjust the value of the token including the U.S. Bureau of Labor Statistics’ Consumer Price Index for Food in U.S. Cities. The index below was adjusted to have a value of 220 in 2016 to demonstrate the need to change the token value to \$2.50.

Consumer Prices - Food in U.S. Cities, Index 1987 = 100



Source: Bureau of Labor Statistics, St. Louis FRED Database

About Breadcoin

A person facing food insecurity often has other issues that contribute to their hunger. Breadcoin is addressing those needs by providing food in the context of relationships. It creates a point of connection rather than leaving the person in isolation.

What is Breadcoin? Breadcoin is a community food token that provides a meal to those in need with the dignity of choice. Individuals or organizations purchase Breadcoins to be distributed in the community. Many individuals aren't directly in contact with food-insecure households, and therefore our recurring donors can fund Breadcoins each month to put them into the hands of trusted local groups that give them to those in need. The coin recipient takes that physical token to one of our more than 60 participating locations to purchase a meal. This provides the dignity of choice in what, where and when to eat. The local businesses accept Breadcoins and redeem them for cash. Breadcoin also offers microloans that are paid back in Breadcoins to these participating businesses.

Breadcoin creates a lasting local impact by resourcing community groups, providing food with dignity, and supporting local vendors. Using a Breadcoin has 3 times the impact because the money stays local. In addition to more than 60 locations, we have caterers and food trucks that can provide a community with mobile food events that can include all who show up and can extend options in food deserts. Breadcoin is providing more than a meal, it creates hope, builds community, and sustains businesses in underserved areas.

Breadcoin Foundation is a DC-based nonprofit. For a full list of participating vendors, please go to <https://breadcoin.org/vendor-list/>.

For more information, press only:

President Scott Borger – 202-746-8828 or sborger@breadcoin.org

For more information about Breadcoin, its story, and its history of serving the city: www.breadcoin.org