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Big names joining food bank campaign

Some very big names in Silicon Valley — including Facebook Chief Operating Officer **Sheryl Sandberg** and former eBay CEO **John Donahoe** — have

teamed up with Second Harvest Food Bank to keep kids from going hungry in one of the nation's wealthiest regions.

The Stand Up for Kids campaign has an ambitious goal of raising \$7 million to end childhood hunger in Silicon Valley.

"Education is the key to earning a decent living, but hunger is depriving kids of a good education, and the cycle of poverty continues,"



AROUND TOWN
SAL PIZARRO

Kathy Jackson, CEO of Second Harvest Food Bank of Santa Clara and San Mateo Counties, said. "We have enlisted the support of local tech

leaders because too many kids aren't getting enough to eat right here in Silicon Valley. When kids get the nutritious food they need, they are better prepared to learn. They have the energy to pursue their dreams."

Joining Sandberg and John Donahoe as the campaign's co-chairs are **Eileen Donahoe**, director of global affairs for Human Rights Watch, Facebook Chief Technology Of-

ficer **Mike Schroepfer** and technologist **Erin Hoffmann**. Dollars raised through the campaign will help Second Harvest expand its programs that keep kids fed during the school year and summer.

Sounds like the right kind of smart team to tackle a problem this big. And it's not as if they don't have motivation. As Sandberg said in a release announcing the campaign, "Those challenges affect all of us and have the potential to rob our future workforce of great minds. There are so many things about the world we can't change. This is something we can."

THE SHOW GOES ON: Bad news for music lovers who

were looking forward to hearing **Nelson Goerner** perform at De Anza College on Saturday for the Steinway Society of the Bay Area. The Argentine classical pianist developed an inner ear infection that forced him to cancel his entire California tour.

However, there is some good news, and it is that Israeli-born **Roman Rabinovich**, an international star in his own right, will be filling in. The 7:30 p.m. program at De Anza's Visual and Performing Arts Center includes selections by Haydn, Beethoven and Schumann, as well as the California premiere of Michael Brown's *Surfaces*. Get ticket information at

www.steinwaysociety.com.

RUNNING TRIBUTE: **Joseph and Emily La Scola** of Saratoga lost their son, **Joseph Harold La Scola**, to a fatal brain aneurysm on his 50th birthday last September. But the couple found a fitting tribute for the avid runner by starting a fundraising team for this Saturday's Spring Forward 5K/10K run, benefiting Catholic Charities of Santa Clara County.

The event starts at the Milpitas headquarters of sponsor SanDisk and will continue onto the Coyote Creek Trail. Online registration is closed, but there will be volunteers registering runners on-site starting at 6:30 a.m. Saturday. Go to

www.springforward5k10k.com for more details. And if you want to join Team Joseph, I'm sure the La Scolas would be happy to have more runners and donors on their son's side.

INSTANT REPLAY: I got my weekend days mixed up when I wrote about the Fun & Sports with Friends event taking place at the Addison-Penzak JCC. The sports day for kids with special needs and their families is on Sunday from 11 a.m. to 1 p.m.

Contact Sal Pizarro at spizarro@mercurynews.com. Follow him at [Facebook.com/mercurynews.aroundtown](https://www.facebook.com/mercurynews.aroundtown) and [Twitter.com/spizarro](https://twitter.com/spizarro).

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