

60 SECONDS

▶ What is "Labels are for Jars"?

▶▶ It's a hot new effort to help feed the hungriest people in Massachusetts. It's a project that combines a creative article of clothing with collecting money for hungry people. Lawrence is the poorest city in Massachusetts; more than 20 percent live below the poverty line. We're also trying to build Cor Unum, which will be a meal center providing 750 hot meals a day.

▶ How does the project work?

▶▶ You buy a black T-shirt that has a label on the front with words that are commonly used to negatively label people, such as "prisoner," "addict," "jock," "mentally ill," or "minority." ... When you buy the T-shirt, it comes in a jar that



Father Paul O'Brien, pastor, St. Patrick's Church in Lawrence

you and others donate to that benefits "Labels are for Jars." When the jar is full, you send in a check for that amount, and you can fill it up again.

▶ What will it take to end hunger nationwide?

▶▶ I think we need to connect people who are not hungry with people who are hungry. ... It's not that expensive to feed people once you have a facility. Once Cor Unum is built, it will only need about a \$200,000 a year to run. *For more information, visit www.labelsareforjars.com.*

KATIE MCCARTHY