

FOR IMMEDIATE RELEASE**Contact Information:**

Deo
 Greyson Callahan, Communications Director
 1-800-DEO-FOOD deo@fightingfooddeserts.org

Release Date:

April 3rd, 2026

Malnutrition Runs Rampant in LA: This Organization Has a Solution.



Los Angeles, CA, April 3rd — According to the USDA, A food desert is “a low-income tract with at least 500 people, or 33 percent of the population, living more than 1 mile (urban areas) or more than 10 miles (rural areas) from the nearest supermarket, supercenter, or large grocery store”. Food deserts encompass tens of millions of American lives, and Los Angeles is no different. According to LA Works, food insecurity affects 1 in 3 Los Angeles households and disproportionately affects African American and Latino neighborhoods. The lack of fresh food available to these households makes purchases of processed food and resulting malnutrition far more common.

Deo is a nonprofit organization committed to fighting food deserts such as those that cover LA. These neighborhoods are often unwalkable areas covered with fast food and corner stores making obtaining healthy food seem like an impossible task. While remaining institutional issues such as redlining coupled with harmful urban sprawl and car-dependent city planning are among the largest root causes, Deo is looking to both rally public support and provide information to affected communities as to how they can access fresh food without making the arduous trek to reliable grocers. The media campaign will continue through the spring of 2026.

Deo’s LA County campaign focuses on short-term relief for food insecure families. To this end, the organization is launching a media campaign centered around informing communities how they can more easily and affordably access fresh food. They are doing this by encouraging grassroots solutions such as community-run gardens and raising public awareness and support.

“Policy change is a long, essential path to food security in LA County. That being said, affected families can’t sit around and wait for grocery stores to open near them. Each component of Deo’s campaign, from Instagram posts to a storybook, is meant to steer people towards sustainable positive change for these communities” – Eli Rosas, Media Campaign Manager for Deo.

Visit Deo’s website at fightingfooddeserts.org to access Deo’s informational material and the opportunity to purchase their new storybook *Our Little City!* All proceeds will go directly towards helping those experiencing food insecurity in the US.

About Deo

Deo is a new nonprofit organization based in Kirkland, Washington. Founded and run by Mia Huisman, Greyson Callahan, Rona Kagan, and Elijah Rosas; Deo seeks to bridge the gap for the concerned public between environmental issues such as urban sprawl with issues of social justice such as redlining in line with action against what is referred to as “Environmentalism of the Poor” by Rob Nixon. Our world has come to a point where each issue, especially concerning environmentalism, is presented as if it has one cause and effect, only to disappear from public discourse 2 weeks later. Deo’s LA County campaign aims to show that environmental issues turn into deep socioeconomic problems. More importantly however, it highlights that lasting, positive change can start with information and end in a happier, healthier community.

###

###

FOR IMMEDIATE RELEASE**Contact Information:**

Deo
 Greyson Callahan, Communications Director
 1-800-DEO-FOOD deo@fightingfooddeserts.org

Release Date:

April 3rd, 2026



Deo: A Nonprofit Seeking Collaboration with Local Leaders and Organizations.

Los Angeles, CA, April 3rd — Deo is a nonprofit organization committed to fighting food deserts such as those that cover LA. Change, however, does not happen in a vacuum. Deo hopes to augment the incredible efforts of LA County Food Bank and charitable individuals such as Danny Trejo to provide LA residents in need with information and options when it comes to attaining fresh food for themselves and their families. As an organization, Deo will focus less on food distribution and more on ease and options of access. The organization will be running a media campaign on how residents can grow fruits and vegetables themselves or with a community, along with garnering wider attention and support concerning those who live in food deserts. Cooperation with LA County Food Bank and personalities involved will be a key component of Deo’s mission to reach more people in need with invaluable information. The small team is extremely passionate about a person’s right to a meal that supports them, and more than enthusiastic about the prospect of working with people that work every day to make that a reality.

Many items of Deo messaging focus on community gardens over food distribution. This is because of their potential to be low-cost, sustainable sources of food within affected communities. While food distribution is extremely effective on a large scale, it can be augmented by community gardens on a smaller scale to tend to specific neighborhood needs. A study published through ScienceDirect found that, “optimizing community gardens could ensure equal access to food and cooling benefits during urban sprawl”. Considering this research and the reality that Los Angeles is a known victim of urban sprawl, community gardens would be a valuable tool for struggling communities.

The other main objective of Deo’s media campaign is public awareness and acceptance beyond affected communities. The more people that are supportive of food security programs anywhere, not just in LA, the more likely that affected communities can see policy changes that can more broadly tackle the impossible obstacles 1 in 3 Los Angeles households face when trying to obtain a healthy diet. The media campaign, if successful, would also bring increased attention to the organizations fighting environmental injustices in food deserts such as LA, bringing increased opportunities for organizations such as the LA County Food Bank to continue and expand its work.

Visit Deo’s website at fightingfooddeserts.org to access Deo’s informational material and the opportunity to purchase their new storybook *Our Little City!* All proceeds will go directly towards helping those experiencing food insecurity in the US.

About Deo

Deo is a new nonprofit organization based in Kirkland, Washington. Founded and run by Mia Huisman, Greyson Callahan, Rona Kagan, and Elijah Rosas; Deo seeks to bridge the gap for the concerned public between environmental issues such as urban sprawl with issues of social justice such as redlining in line with action against what is referred to as “Environmentalism of the Poor” by Rob Nixon. Our world has come to a point where each issue, especially concerning environmentalism, is presented as if it has one cause and effect, only to disappear from public discourse 2 weeks later. Deo’s LA County campaign aims to show that environmental issues turn into deep socioeconomic problems. More importantly however, it highlights that lasting, positive change can start with information and end in a happier, healthier community.