



PRESS RELEASE

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Food Now Appoints Tom Tragesser as Executive Director Following Leadership Transition

Desert Hot Springs, CA — January 15, 2026 — Food Now announced today a planned leadership transition following its Annual Board Meeting on January 15, 2026. The Board of Directors unanimously appointed **Tom Tragesser** as the organization's new Executive Director.

Tragesser has served as Food Now's **Director of Operations** for the past three years, playing a key role in strengthening operations and supporting program growth. He brings more than **35 years of experience** in business development, sales leadership, and management.

"Tom brings steady leadership, deep operational knowledge, and a strong commitment to Food Now's mission," said **Bob Frascchetti, Chair of the Board of Directors**. "The Board is confident in Food Now's continued growth and impact under his leadership."

Tragesser succeeds **Dana Johnson**, who is stepping down after **ten years** as Executive Director. During Johnson's tenure, Food Now significantly expanded its reach, tripling the number of clients served, strengthening financial stability, and launching new programs to meet growing community needs.

One of Johnson's most impactful initiatives was the **Children's Weekend Meals Program**, which now provides nutritious food to **270 children each week**, addressing childhood hunger outside of the school day.

"It has been the honor of my life to serve Food Now over the past decade," said Johnson. "I will miss the incredible volunteers who show up week after week with compassion and heart."

Johnson will remain with Food Now as a **Grant Writer and Senior Advisor**, supporting continuity and long-term sustainability, while spending more time traveling and with his grandchildren.

"I am honored to step into this role," said Tragesser. "I look forward to building on Dana's legacy and continuing to expand our impact for neighbors in need."

About Food Now

Founded in 1989, Food Now is a nonprofit organization dedicated to ending hunger in the Coachella Valley. Based in Desert Hot Springs, Food Now provides nutritious food to individuals, families, seniors, and children through food distribution programs and community partnerships.