



Press Release

For more information, please contact:

Shamia Holloway
Capital Area Food Bank
202.644.9830
202-529-1253 fax
sholloway@capitalareafoodbank.org

FOR IMMEDIATE RELEASE

The Capital Area Food Bank Teams With Walmart, Feeding America to “Fight Hunger. Spark Change.”

Online voting campaign can result in \$60,000 for CAFB feeding programs

WASHINGTON, DC, September 15 – The public can help the Capital Area Food Bank win a \$60,000 grant from Walmart as part of “Fight Hunger. Spark Change.” a nationwide campaign that launched today at food banks across the country. The initiative will provide a total of \$3.7 million to Feeding America and participating food banks that provide hunger relief to millions of people in need of food assistance.

From September 15 through October 5, customers can visit www.walmart.com/fighthunger to cast one vote per day that will help direct funds to the CAFB. The 50 winning food banks will each receive a \$60,000 grant. The campaign also provides information on how customers can donate or volunteer to take a direct action in the fight against hunger in their local communities.

“Over half a million children, families and seniors rely on the Capital Area Food Bank and our partners for food. The ‘Fight Hunger. Spark Change.’ campaign is a great way for local residents to get involved and help in our mission to feed those struggling with hunger,” said Nancy Roman, President and CEO of the Capital Area Food Bank. “By voting for the CAFB online, we will be able to provide 72,000 nutritious meals and continue our efforts of improving the health and wellness of our communities.”

The campaign launches during a critical time in our nation when food banks are facing a growing need for donations due to historically high rates of hunger. Here in the Washington metro region, more than 530,700 people in the Washington metro region – 12 percent of the area’s population – turn to the CAFB to feed themselves and their families.

And it’s a problem nationwide. According to Feeding America’s recently released [Hunger in America 2014 report](#), one in seven Americans (46.5 million), including 12 million children, turn to network food banks for food assistance. To help meet this need, Walmart is teaming up with six of the nation’s largest food companies – including General Mills, Unilever, Hormel, ConAgra Foods, PepsiCo/Quaker and Kellogg Company – to support food banks and local partner agencies across the country.

“Hunger remains a serious issue in our country as millions of Americans don’t know where their next meal will come from. By engaging our associates, customers and suppliers in the fight against hunger, we can make a positive impact on this issue and ensure families have access to the healthier and nutritious food they need,” said Kathleen McLaughlin, president of the Walmart Foundation and senior vice president of Walmart Sustainability. “Through this initiative, we’re giving everyone in America the opportunity to make a difference by simply voting online for their local food bank.”

As part of the initiative, Walmart is also teaming up with acclaimed chef, cookbook author and host, G. Garvin, and calling on the public to support their local food banks by voting online at www.walmart.com/fightinghunger.

“One of my biggest passions as a chef is showing people how simple it can be to make healthy and delicious meals for their families,” said Chef Garvin. “Walmart’s Fight Hunger. Spark

Change.” campaign is making it simple and fun for the public to get involved and will help ensure all families have access to the healthy and nutritious food they need. I could not be more proud to support a cause that matters so much to so many.”

Through the initiative, the monetary equivalent of more than 37 million mealsⁱ will be donated to Feeding America food banks and local agencies throughout the United States.

“At Feeding America, we believe no one in America should have to worry about where their next meal is coming from so we are proud to continue our partnership with Walmart to help make this vision a reality,” said Bob Aiken, CEO of Feeding America, the nation’s largest hunger-relief organization. “Through this initiative, Walmart, along with its associates, customers and suppliers will make a lasting impact in helping to reduce hunger in America.”

The Fight Hunger. Spark Change. campaign is just one step towards Walmart’s larger commitment to provide meals to those in need, and give more people access to nutrition education. As part of that commitment, Walmart is also working to ensure the food donated is fresh and a healthier alternative.

To participate in the voting campaign, learn more about the program, including details on participating products, visit www.walmart.com/fighthunger.

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About the Capital Area Food Bank

The Capital Area Food Bank is the largest hunger relief organization in the Washington metro area serving over 530,000 people through direct food distribution programs and a network of 500 partner agencies. This year, the Capital Area Food Bank distributed 42 million pounds of food – the equivalent of 35 million meals – including 17.5 million pounds of fresh fruits and vegetables. A member of Feeding America, CAFB takes a comprehensive approach to addressing hunger by increasing access to nutritious food, initiating change through skill-building and advocacy, and creating sustainability with outreach and training for those at risk of hunger. To learn more, visit: www.capitalareafoodbank.org, or find the Capital Area Food Bank on Facebook at facebook.com/CapitalAreaFoodBank, and Twitter at @foodbankmetrodc.

About Philanthropy at Walmart

Walmart and the Walmart Foundation are committed to helping people live better through philanthropic efforts that draw on the strengths of Walmart in the arenas of sustainability, economic opportunity, and community. As part of our commitment to creating a more sustainable food system worldwide, Walmart and the Walmart Foundation are leading the fight against hunger in the United States. They recently exceeded a \$2 billion commitment to fight hunger one year ahead of schedule and have donated more than 1.5 billion pounds of food to those in need across the country. To learn more about Walmart’s giving, visit foundation.walmart.com.

ⁱ In January 2014, Walmart donated the monetary equivalent of 33 million meals (\$3.3 million) to Feeding America. In September 2014, the six participating food companies (General Mills, Unilever, Hormel, ConAgra Foods, PepsiCo/Quaker and Kellogg Company) have collectively pledged to donate the monetary equivalent of 4.26 million meals (\$426,000). \$1 helps provide 10 meals secured by Feeding America on behalf of local member food banks.