



FOR IMMEDIATE RELEASE

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Tyson Foods to Donate 30,000 Pounds of Protein to Capital Area Food Bank
Donation result of Champions for Kids' "Be a Hunger Hero" campaign

WASHINGTON, March 4, 2014 – Tyson Foods, Inc. will donate 30,000 pounds of protein to the Capital Area Food Bank located at 4900 Puerto Rico Avenue, NE in Washington, D.C. Tuesday, March 11 at 11 a.m. The donation is part of Champion for Kids' "Be a Hunger Hero" campaign, a partnership between Champions for Kids and Tyson Foods that aims to fight childhood hunger by providing much-needed protein to families in need.

This donation is the last of three donation events in the "Be a Hunger Hero" campaign. The first donation of protein for 30,000 pounds was given to the Community Food Bank of New Jersey in December. In February, 30,000 pounds of protein was donated to the Philadelphia hunger relief organization Philabundance.

"It's impossible to count the many reasons a person might not have consistent access to food and there's not a single answer that solves the hunger problem in this country," said Ed Nicholson, senior director of corporate social responsibility for Tyson Foods. "But we think that part of the solution is sponsoring events like this that raise awareness about the seriousness of this challenge while helping fill that immediate need of feeding people."

Prior to the recent donations, Tyson Foods' successful promotion at Sam's Club locations nationwide in August 2013 allowed shoppers to "be a hunger hero" by purchasing a bag of *Tyson*® chicken nuggets for which Tyson Foods would donate protein for a meal, up to the goal of 308,000 meals. Shoppers were also encouraged to volunteer or donate to their local food banks, and they could submit photos of their charitable efforts on Tyson Foods' Facebook page to count as an additional meal donation.

"We are thrilled to receive this generous donation from Tyson Foods to help our efforts in providing more nutritious meals to children and families in need," said Nancy Roman, Capital Area Food Bank President and CEO. She added, "Hunger has tremendous short and long-term detrimental effects, especially on children, and this donation will help ensure that children in need can grow into healthy, productive adults."

Tyson Foods' current hunger relief campaign, KNOW Hunger, is focused on helping more people understand and join the effort to eliminate hunger in America. The company also partners with Share Our Strength, Lift Up America, and Feeding America to raise awareness and help feed the hungry across the nation. In the past 13 years, Tyson Foods has donated more than 95 million pounds of protein in the United States.

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About Champions for Kids

Champions for Kids has served over 1,043,000 children in 50 states since 2004. Through programs like SIMPLE Service and SIMPLE Giving, as well as events like RazorFest and the organization's Annual Conference, Champions for Kids makes it simple to give kids in local communities the resources they need to thrive. Champions for Kids has donated to 1,756 community organizations to support children's needs and has leveraged 68,000 people for their cause. Additional information about Champions for Kids can be found by visiting www.championsforkids.org.

About Tyson Foods

[Tyson Foods, Inc.](#) (NYSE [TSN](#)), with headquarters in Springdale, Arkansas, is one of the world's largest processors and marketers of chicken, beef and pork, the second-largest food production company in the Fortune 500 and a member of the S&P 500. The company was [founded in 1935](#) by John W. Tyson, whose family has continued to be involved with son Don Tyson leading the company for many years and grandson [John H. Tyson](#) serving as the current Chairman of the Board of Directors. Tyson Foods produces a wide variety of [protein-based and prepared food products](#) and is the recognized market leader in the retail and foodservice markets it serves. The company provides products and services to customers throughout the United States and approximately 130 countries. It has approximately [115,000 Team Members](#) employed at more than [400 facilities](#) and offices in the United States and [around the world](#). Through its [Core Values](#), Code of Conduct and Team Member Bill of Rights, Tyson Foods strives to operate with integrity and trust and is committed to creating value for its shareholders, customers and Team Members. The company also strives to be [faith-friendly](#), provide a safe work environment and serve as [stewards of the animals](#), land and environment entrusted to it.

About Capital Area Food Bank

The Capital Area Food Bank is the largest hunger relief organization in the Washington metro area serving 500,000 people through direct food distribution programs and a network of 500 partner agencies. In 2012, the Capital Area Food Bank distributed 45 million pounds of food – the equivalent of 37.5 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](https://www.facebook.com/CapitalAreaFoodBank), and Twitter at [@foodbankmetrodc](https://twitter.com/foodbankmetrodc).

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