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## Five Bay Area Food Banks to Benefit from Walmart's "Fight Hunger. Spark Change." Campaign

*Through online acts of support, purchases of participating products and donations at the register, the campaign aims to help 200 Feeding America food banks nationwide secure 100 million meals*

**SAN FRANCISCO** (May 12, 2017) – [Walmart](#) today announced the launch of its "Fight Hunger. Spark Change." campaign, a nationwide initiative calling on the public to take action in the fight against hunger. [Feeding America](#) is a nationwide network of 200 food banks, with five locations in the Bay Area: [Alameda County Community Food Bank](#), [Food Bank of Contra Costa and Solano](#), [Redwood Empire Food Bank](#), [Second Harvest Food Bank of Santa Clara and San Mateo Counties](#) and [SF Marin Food Bank](#). These Feeding America food banks are among a network of 200 across the country which will benefit from the campaign goal to secure at least 100 million meals for locations across the country.

"This campaign is an important part of our ongoing commitment to helping families who struggle with hunger, said Kathleen McLaughlin, president of the Walmart Foundation and chief sustainability officer. "Together with suppliers, customers and friends at Feeding America, we're dedicated to making a positive difference in the lives of those who live and work in the communities we serve."

Working with customers, [Discover](#) and five of its national suppliers – [Campbell Soup Company](#), [General Mills](#), [Kellogg Company](#), [the Kraft Heinz Company](#) and [PepsiCo](#) – Walmart is offering three easy ways for people to take action against hunger and help a local Feeding America food bank through social, online and in-store participation.

- 1. Purchase:** For every participating product purchased at U.S. Walmart stores from April 17 – May 15, 2017, the supplier will donate the equivalent of one meal (\$0.09) on behalf of a Feeding America member food bank, up to applicable limits. For every Discover card transaction made at U.S. Walmart stores and Walmart.com during the campaign period, Discover will donate the equivalent of one meal (\$0.09) to Feeding America and its network of member food banks, up to \$1 million. See [Walmart.com/fighthunger](http://Walmart.com/fighthunger) for further details.
- 2. Online Acts of Support:** Generate meals for Feeding America food banks by engaging with the Fight Hunger. Spark Change. campaign on social media:
  - **Facebook** – Create original content that uses #FightHunger; like, share and/or react positively to campaign content; click on Walmart provided campaign content.
  - **Instagram** – create or share content using the campaign hashtag #FightHunger; like or share Walmart generated campaign content.
  - **Snapchat** – Use Walmart provided Fight Hunger. Spark Change. filters nationwide on April 21.
  - **Twitter** – Create original content that uses #FightHunger; like, share and/or make a campaign tweet a favorite; retweet a message featuring the campaign hashtag #FightHunger; click on Walmart provided campaign content.

For each online act of support, Walmart will donate the equivalent of 10 meals (\$0.90) to Feeding America on behalf of member food banks, up to \$1.5 million.

- 3. Donate at the Register:** Donate to a Feeding America member food bank at the register during checkout.

**Quotes:**

***Alameda County Community Food Bank—Laura Hamilton, director of leadership gifts***

“Walmart’s commitment to hunger relief has played an important role in our efforts – as well as similar efforts by our food bank partners throughout the Bay Area. One in five Alameda County residents turns to us for help. Campaigns like ‘Fight Hunger. Spark Change.’ are critical to our ability to ensure every child, adult and senior in Alameda County knows where their next meal will come from.”

***Food Bank of Contra Costa and Solano – Larry Sly, executive director***

“The Food Bank of Contra Costa and Solano is grateful for the help Walmart is providing us in our efforts to feed people in need through the ‘Fight Hunger. Spark Change’ campaign. We agree with Walmart that there is no reason anyone should be hungry in our community. Thanks to this collaborative effort, we can make a difference in the lives of those in need.”

***Redwood Empire Food Bank – David Goodman, CEO***

“We are deeply grateful to Walmart for their continued leadership in the fight against hunger. The ‘Fight Hunger. Spark Change’ campaign will bolster our efforts to raise critical funds, which will help feed the 82,000 children, seniors, families and individuals in Sonoma County who rely on us for food and nutrition assistance. We urge everyone to participate in this remarkable campaign, and help provide healthy meals to our neighbors in need.”

***Second Harvest Food Bank of Santa Clara/San Mateo Counties – Cat Cvengros, VP marketing & development***

“The scope of hunger in Silicon Valley is so large that we need everyone to join the movement to ensure anyone who needs a healthy meal can get one. Walmart’s ongoing commitment to fighting hunger is a great example of how we can all work together to make a difference in our community. We are thrilled that the ‘Fight Hunger. Spark Change’ campaign will boost our collective ability to both raise awareness about the issue of local hunger and to encourage the public to get involved.”

***SF-Marin Food Bank – Paul Ash, executive director***

"We applaud Walmart and the company's 'Fight Hunger. Spark Change' initiative. Engaging with the community about the real problem of hunger is one of the best ways to move the needle and affect change." The funds raised in this campaign will enable us to provide enough food for more than 30,000 meals and strengthen our already successful programs, while developing new ones that get to the heart of the issue of hunger in our neighborhoods. We encourage people to join us and Walmart in this effort."

With Feeding America reporting that one in eight people in America struggle with hunger, the “Fight Hunger. Spark Change.” campaign comes at a critical time. Here in the Bay Area, one in seven residents are turning to local food banks for a meal.

This is Walmart’s 11th year working with Feeding America nationally to fight hunger and the 4<sup>th</sup> annual “Fight Hunger. Spark Change.” campaign.

To learn more about the campaign, visit [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger).

**About Alameda County Community Food Bank**

Alameda County Community Food Bank—Feeding America’s 2016 Food Bank of the Year--has been at the forefront of hunger relief efforts in the Bay Area since 1985. This year, the Food Bank will distribute the equivalent of 30 million meals. More than half of the food distributed is farm-fresh produce. The Food Bank serves 1 in 5 Alameda County residents by distributing food through a network of 240 food pantries, soup kitchens, and other community organizations, as well as direct-distribution programs including Children’s Backpack and Mobile Pantry. For ten consecutive years, Alameda County Community Food Bank has received Charity Navigator’s top rating — Four Stars — ranking the organization among the top 1 percent of charities nationwide. Learn more at [www.accfb.org](http://www.accfb.org)

### **About Food Bank of Contra Costa and Solano**

Started in 1975, the Food Bank of Contra Costa and Solano stores and distributes donated and purchased perishable and nonperishable food items. We distribute food directly to low-income people at community sites and make food available for other nonprofit organizations serving the ill, needy and children. The Food Bank works to reduce food waste, feed hungry people and raise public awareness of issues related to food and hunger. An alarming 1 in 8 people within Contra Costa and Solano counties turn to the Food Bank for emergency and supplemental food. The Food Bank has developed programs that address the size of this need as well as nutritional needs of the people we serve. We rely on more than 1,000 volunteers a month, over 70 staff members, a large fleet of trucks and two facilities totaling 70,000 square feet to procure and distribute food and grocery items. For more information, visit [www.foodbankccs.org](http://www.foodbankccs.org).

### **About Redwood Empire Food Bank**

The Redwood Empire Food Bank (REFB) is the largest hunger-relief organization serving north coastal California from Sonoma County to the Oregon border. Since 1987, the REFB has provided food and nourishment to those facing hunger, currently serving 82,000 children, families and seniors in Sonoma County, while striving to end hunger in our community. The REFB collaborates with local and regional partners to obtain and distribute 15+ million pounds of food annually, the equivalent of more than 35,000 meals every day. Through more than 200 of our own direct service distributions and partnerships with 177 other hunger-relief organizations, we form a network of over 450 weekly and monthly distribution sites serving low-income residents in Sonoma, Lake, Del Norte, Mendocino and Humboldt counties. Visit [www.refb.org](http://www.refb.org) or call 707-523-7900 to learn more.

### **About Second Harvest Food Bank of Santa Clara and San Mateo Counties**

Based in Silicon Valley, Second Harvest Food Bank of Santa Clara and San Mateo Counties is one of the largest food banks in the nation. Currently providing food to more than one quarter of a million people every month, Second Harvest is a trusted community-based organization that was founded in 1974. Despite the immense wealth in Silicon Valley, and partly due to the high cost of living, hunger and malnutrition are pervasive. The Food Bank distributes nutritious food, including more fresh produce than any other food bank in the country, through a network of more than 320 nonprofit partners at more than 850 sites. Second Harvest is pursuing innovative efforts to increase access to food resources as it seeks to feed an additional 100,000 hungry people each month. To reach more people, it connects those in need to federal nutrition programs and other food resources. To learn more about how Second Harvest is building a hunger-free community, visit [SHFB.org](http://SHFB.org).

### **About SF Marin Food Bank**

The SF-Marine Food Bank's mission is to end hunger in San Francisco and Marin, where one in four neighbors is at risk of hunger. We envision a community where everyone is able to obtain enough nutritious food in a dignified manner to support the health and well-being of themselves and their families. We address hunger head on: from our pantry network and home-delivered groceries, to our nutrition-education classes and food-stamp enrollment, we work in many ways to nourish and empower neighbors in need. Every week, 30,000 households count on us for food assistance. 60 percent of what we distribute is fresh fruits and vegetables. Learn more at [www.sfmfoodbank.org/](http://www.sfmfoodbank.org/).

### **About Feeding America**

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).

### **About Walmart in California**

In California, we serve customers at 301 retail units and online through [Walmart Grocery Pickup](#), [Walmart.com](#) and [Jet.com](#). We are proud to employ 89,978 associates in California. Walmart supports local businesses, spending \$20 billion with California suppliers in FYE16, which supported 226,507 supplier jobs. Walmart and the Walmart Foundation are active in California communities where we live and work and invest in communities through local grants, customer engagement and associate volunteer efforts. In FYE16, we contributed more than \$62.5 million in cash and in-kind donations to local nonprofits in California. Our California associates volunteered more than 60,880 hours with local causes. Learn more at the [Walmart Today blog](#), and our [Facebook](#), [Twitter](#), [Pinterest](#), [Instagram](#) channels.

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