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Two Sacramento-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 local Feeding America food banks secure 100 million meals

SACRAMENTO, Calif. (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. The [Feeding America](#) nationwide network of 200 food banks – of which [Placer Food Bank](#) and [Second Harvest Food Bank of San Joaquin and Stanislaus Counties](#) are members – stands to benefit from the campaign goal to secure at least 100 million meals for Feeding America food banks 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 everyone 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 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.

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. In the Placer area, nearly 27,000 children are food insecure.

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

To learn more about the campaign, visit www.walmart.com/fighthunger.

Quotes:

Placer Food Bank—Dave Martinez, executive director

“Placer Food Bank operates differently than others – we are a hub to more than 83 different food pantries, smaller food banks and agencies. This means they rely on us to provide them with food to serve those in need. Thanks to the donations from the Walmart ‘Fight Hunger. Spark Change’ campaign, we’re able to supply them with quality food. This is profound – receiving these donations is not something we get very often, so we’re beyond appreciative to Walmart and those donating to the campaign.”

Second Harvest Food Bank of San Joaquin and Stanislaus Counties – Mike Mallory, CEO

“We are beyond excited that Walmart has chosen to not only help fight hunger in the communities they support, but are also asking for the help of those that shop with them. They are helping to not only provide meals for those in need, but also building a strong sense of community and helping to spread much needed awareness around the new face of hunger. We are fortunate to have a day to day working relationship with Walmart and their associates and we know that together we can make a difference in the lives of many.”

About Placer Food Bank

Placer Food Bank is a hunger-relief distribution center serving a regional network of 83 charitable feeding programs (e.g. rural food banks, food closets/pantries, shelters, congregate meal programs, churches, and schools) that feed 72,000 hungry people each month. We are the only Feeding America affiliate in the Sacramento region. From our facility in Roseville CA., we serve El Dorado, Nevada and Placer counties. Beyond traditional food aid, we have also embraced broader strategies to promote community building, economic development and self-reliance among our recipients. Our programs include emergency food distribution, Mobile Food Pantry, Kids Backpack, School Pantry, Community Gardens, and CalFresh Outreach. For more information, visit www.placerfoodbank.org.

About Second Harvest Food Bank of San Joaquin and Stanislaus Counties

Second Harvest Food Bank helps over 30,000 individuals in need each month throughout San Joaquin and Stanislaus Counties. We accomplish this through our 7 programs: Food Assistance, Food 4 Thought, Senior Brown Bag, Mobile Fresh, Mobile Fresh Kids, Modesto Green Bag, and Chef. We partner with over 90 non-profit agencies, various community centers and many schools to help us distribute out approximately 15 million pounds of food each year. For more information, visit www.localfoodbank.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, 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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