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## Food Bank of Monterey County and Second Harvest Food Bank Santa Cruz County 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*

**SALINAS, 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 [Food Bank of Monterey County](#) and [Second Harvest Food Bank Santa Cruz County](#) 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](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.

This is Walmart's 11<sup>th</sup> 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).

**Quotes:**

***Food Bank for Monterey County – Melissa Kendrick, executive director***

"Walmart has been a longstanding supporter of our efforts to fight hunger in Monterey County. We currently serve more than 1 in 5 residents and 1 in 4 children. Thanks to Walmart's generous assistance, we've been able to expand our weekend nutrition program for children in school. The 'Fight Hunger. Spark Change' campaign is a valuable means of raising broader awareness of community hunger and we look forward to collaborating with Walmart in encouraging residents to participate."

***Second Harvest Food Bank Santa Cruz County – Willy Elliott-McCrea, CEO***

"We appreciate Walmart's commitment to fighting hunger throughout California. Through Walmart's Fight Hunger. Spark Change campaign, Second Harvest Food Bank Santa Cruz County will be able to provide four healthy meals for every dollar donated to us through the campaign. This can make a big impact in the lives of those most in need in our community. Last year's campaign provided more than 45,000 meals to families, children, veterans and so any others in our county."

**About Food Bank of Monterey County**

For over 25 years, the Food Bank for Monterey County has been the largest and most comprehensive provider of emergency supplementary food, missing only one distribution during that time period due to a devastating arson that destroyed our entire delivery fleet and food supply. We provide over 8 million pounds of food annually via our countywide direct distribution programs as well as through our network of over 150 nonprofit agencies who rely on us for food to stock their emergency pantries. Emergency Food Assistance Program provides basic nutritious staple foods at 26 monthly sites. Family Market, modeled on a traditional farmers' market, provides exclusively fresh produce and clients are invited to choose from an array of available offerings. Senior Produce Market provides a weekly bag of fresh produce to struggling seniors at 16 sites. Farmworker Mobile Produce Pantry delivers weekly fresh produce directly onto the fields to workers at the end of their shifts. Kids N.O.W. provides food to at-risk children to take home over weekends, traditionally a time of uncertainty and hunger. This program serves over 2000 children weekly in school districts where child poverty is at 90% and half the students are classified as homeless. BCAG Breast Cancer Food Assistance Program, provides food boxes for breast cancer patients in need as well as their families.

**About Second Harvest Food Bank Santa Cruz County**

Founded in 1972, Second Harvest Food Bank was the first food bank in California and the second in the nation. Its mission is to end hunger and malnutrition by educating and involving the community. Its network of 200 local agencies and programs feeds 55,000 people in Santa Cruz County every month. For every dollar donated, it provides four healthy meals. "Together we fight hunger all year long." Find out more by visiting [www.thefoodbank.org](http://www.thefoodbank.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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