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FOR IMMEDIATE RELEASE

Central Illinois Foodbank, Walmart and Feeding America Launch “Fight Hunger. Spark Change.” Campaign to Combat Hunger in central and southern Illinois

Throughout April, online acts of support, purchases of participating products and donations at Walmart registers can help Feeding America secure at least 200 million meals on behalf of local member food banks

Springfield, IL (April 6, 2018) – She or he may be a distant relative or your next door neighbor, but chances are you know one of the estimated 104,000 people, including 35,000 children, in central and southern Illinois who struggle with food insecurity at some point during the year. From April 2 through April 30, central and southern Illinois residents can make a real difference in the lives of local families.

Walmart, Feeding America and Central Illinois Foodbank kicked off the fifth annual nationwide “Fight Hunger. Spark Change.” campaign online and in stores on Monday. Walmart and Feeding America are doubling their meal goal to help secure at least 200 million meals, increasing supplier participation to 14, and introducing the Walmart Credit Card as a new way for customers to get involved in the campaign. In another first, Walmart is uniting with social networking site, Nextdoor, to drive conversations in local communities across the nation on ways they can combat hunger.

“By working with Walmart, its 14 supplier partners and Synchrony Bank, we have an amazing opportunity to make progress towards fighting hunger in our community,” said Pam Molitoris, executive director of Central Illinois Foodbank. “This campaign will help increase awareness about the issue of hunger in America, allowing us to secure more local funds and ultimately provide more food to people in need in central and southern Illinois. We hope people across our 21-county service area will take action and participate in the campaign.”

Between now and April 30, Walmart is offering four ways that customers can get involved and fight hunger online, in-store and through social sharing to help secure meals for local food banks, including Central Illinois Foodbank. Visit Walmart.com/fighhunger for further details. Here are the ways customers can participate in the fight against hunger.

- **Purchase Product:** For every participating product purchased at U.S. and Puerto Rico Walmart stores or on Walmart.com from April 2 – April 30, 2018, the supplier will donate the monetary equivalent of one meal (\$0.10) on behalf of a Feeding America member food bank, up to applicable limits. Participating suppliers include **General Mills, The Coca-Cola Company, Kellogg, Kraft Heinz, PepsiCo/Frito-Lay/Quaker, Bush Brothers, Clorox Sales Company, Conagra, Motts, Unilever, Maruchan, Pinnacle Foods, Post, and JM Smucker.**
- **Donate money to your local Feeding America food bank at participating Walmart stores in the U.S. and Puerto Rico.** Donations can be made at the register to Central Illinois Foodbank in increments of \$1, \$2, \$5 or an amount chosen by the customer. Donating is also an option at the self-checkout (Scan and Go) register. When customers click “Finish & Pay” on totals over \$10, it will trigger the prompt with details on donating.
- **Make an online act of support:** For every traceable post of campaign content with #FightHunger on Instagram and for every traceable share or retweet on Facebook and Twitter of campaign content, Walmart will donate \$10.00 to Feeding America and for every click on the support button on the program website, Walmart will donate \$1.00 to Feeding America, up to \$1.5 million.
- **Use the Walmart Credit Card:** Synchrony Bank will donate the monetary equivalent of one meal (\$0.10) for each Walmart Credit Card transaction made at Walmart stores and on Walmart.com during the campaign, up to \$750,000.

The “Fight Hunger. Spark Change.” campaign launches at a critical time. In Illinois, food insecurity affects over 1.5 million people, including over 500,000 children, according to [Feeding America’s Map the Meal Gap](#). Nationally, one in eight Americans (41 million), including one in six children (nearly 13 million) struggle with hunger at some point during the year, according to the USDA.

“In communities big and small across the country, there are families struggling with hunger,” said Kathleen McLaughlin, president of the Walmart Foundation and chief sustainability officer for Walmart. “By working together during this campaign with our suppliers, customers and friends at Feeding America, we can help secure 200 million meals that will help those who need it most.”

Last year, Central Illinois Foodbank benefited from just under \$90,000 from Walmart’s campaign to fight hunger.

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

To download video and photos, visit <https://corporate.walmart.com/newsroom>

About Central Illinois Foodbank

Central Illinois Foodbank, established in 1982, distributes more than 9.4 million pounds of food annually to over 160 food pantries, soup kitchens, residential programs and after-school programs in a 21 county region. Central Illinois Foodbank is a member of Feeding America, the nation's largest hunger relief organization. The mission of the Foodbank is to collect donated food and grocery items from growers, manufacturers, processors, wholesalers and retailers for distribution to charitable agencies serving people in need.

About Walmart

Walmart Inc. (NYSE: WMT) helps people around the world save money and live better - anytime and anywhere - in retail stores, online, and through their mobile devices. Each week, nearly 270 million customers and members visit our more than 11,700 stores under 59 banners in 28 countries and eCommerce websites. With fiscal year 2018 revenue of \$500.3 billion, Walmart employs approximately 2.3 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://corporate.walmart.com>, on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>.

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