

GREAT AMERICAN
milk drive™



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Central Illinois Foodbank receives over 2,400 gallons of milk through The Great American Milk Drive

Hy-Vee and Prairie Farms/Hiland Dairy are helping Feeding America® deliver fresh, nutrient-rich milk to help fuel summertime for local kids

Springfield, IL (July 27, 2018) – For most kids, summertime means months filled with playing in the sun, swimming at the lake or baseball in the park. However, more than 22 million children – including kids in central and southern Illinois – may miss out on milk’s nutrition this summer when they lose access to free or reduced-price meal programs at school.

“Over 32,000 kids in central and southern Illinois don’t know where their next meal is coming from,” said Pam Molitoris, Central Illinois Foodbank executive director. “We’re grateful for The Great American Milk Drive, and its mission to bring fresh, nutritious milk to children and families who need it most, especially in the summer when school is out.”

While Americans are generous with canned and dry goods, fresh milk is a lot harder to donate because it’s perishable. According to Feeding America, milk is one of the most requested, but least donated items at food banks. During the summer months, food banks may be even busier and it’s increasingly important to fill this need so that children who face hunger are not missing out on the essential nutrients, including high-quality protein, that milk supplies. On average, food banks are only able to provide the equivalent of less than one gallon of milk per person, per year.

Although some programs like the [USDA’s Summer Food Service Program](#) (SFSP) help to deliver meals when school is not in session, the [National School Lunch Program](#) (NSLP) and the [School Breakfast Program](#) (SBP), do not reach children during the summer months.

Since 2014, Feeding America has partnered with [The Great American Milk Drive](#) to help supply its nationwide network of 200 food banks and 60,000 food pantries and meal programs with highly requested milk. Thanks to the generous contributions made by shoppers and donors across the country, The Great American Milk Drive has delivered more than 1.5 million gallons – that’s more than 24 million servings – of milk to families in need throughout the country, including over 518,000 servings right here in Illinois. Yet, there’s still more to do.

America’s milk brands and dairy farmers are committed to fighting hunger in our communities. Through this partnership with Feeding America, the dairy industry is committed to providing 50 million servings of milk, and its essential nutrients, to kids and families in need by 2020.

[The Great American Milk Drive](#) is made possible by the nation’s dairy farmers and milk companies.

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About Central Illinois Foodbank

Central Illinois Foodbank, established in 1982, distributes 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 provide food, and develop awareness of and creative solutions for food insecurity.

About Feeding America

Feeding America is a 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 MilkPEP

The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk companies, who are committed to increasing fluid milk consumption. The MilkPEP Board runs the Milk Life campaign, a multi-faceted campaign designed to educate consumers about the powerful nutritional benefits of milk – with 9 essential nutrients, including high-quality protein, in each 8 ounce glass. For more information, go to milklife.com. Campbell Ewald is creative agency for the Milk Life campaign – from America's milk companies.

About National Dairy Council

National Dairy Council® (NDC), the non-profit organization founded by dairy farmers, is committed to nutrition education and research-based communications. NDC provides science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier nation, including health professionals, educators, school nutrition directors, academia, industry, consumers and media. Established in 1915, NDC comprises a staff of registered dietitians and nutrition research and communications experts across the country. NDC is committed to promoting child health and wellness through programs such as Fuel Up to Play 60. Developed by NDC and the National Football League (NFL), Fuel Up to Play 60 encourages youth to consume nutrient-rich foods and achieve at least 60 minutes of physical activity every day. For more information, visit www.NationalDairyCouncil.org.