



Contact:  
Robert Klaus  
Serafin & Associates, Inc.  
312-943-1955 or [robert@serafin.com](mailto:robert@serafin.com)

May 1, 2017

## **Eastern Illinois Foodbank to Benefit from Walmart's "Fight Hunger. Spark Change." Campaign**

***Get involved through online acts of support, purchases of participating products and donations at the register; Campaign aims to help Feeding America food banks secure 100M meals***

URBANA, IL – Eastern Illinois Foodbank stands to benefit from Walmart's "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 Eastern Illinois Foodbank is a member, stands to benefit from the campaign goal to secure at least 100 million meals for Feeding America food banks across the country.

"Walmart is such a valued partner in our mission to alleviate hunger," said Jim Hires, President & CEO of Eastern Illinois Foodbank. "We're so grateful to Walmart for their continued generosity and their innovative 'Fight Hunger. Spark Change.' campaign that results in thousands of dollars in donations to Eastern Illinois Foodbank."

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.

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 17 counties that Eastern Illinois Foodbank serves (Champaign, Clark, Clay, Coles, Crawford, Cumberland, DeWitt, Douglas, Edgar, Ford, Iroquois, Jasper, Livingston, McLean, Moultrie, Piatt and Vermilion), one in five people may not know where they will find their next meal.

“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 for Walmart. “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.”

This is Walmart’s 11th year working with Feeding America nationally to fight hunger and the 4th annual “Fight Hunger. Spark Change.” campaign. Last year, Eastern Illinois Foodbank benefited from more than \$88,000 from Walmart’s campaign to fight hunger.

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

###

#### *About Eastern Illinois Foodbank*

Eastern Illinois Foodbank works to alleviate hunger in eastern Illinois through cooperation with a network of food pantries, agencies and other programs. The Foodbank distributes donated and discounted food throughout a 17-county service area in cooperation with over 200 member agencies and programs. Through these agencies, the Foodbank provides meals to more than 116,000 men, women and children each year. The Eastern Illinois Foodbank is a member of Feeding America, Feeding Illinois, the United Way of Coles County, and the United Way of Champaign County.

#### *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 Illinois*

In Illinois we serve customers at 196 retail units and online through Walmart.com and Jet.com. We are proud to employ 54,698 associates in Illinois. Walmart supports local businesses, spending \$34.8 billion with Illinois suppliers in FYE16, which supported 167,467 supplier jobs. Walmart and the Walmart Foundation are active in Illinois 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 \$44.1 million in cash and in-kind donations to local nonprofits in Illinois and our Illinois associates volunteered more than 39,000 hours with local causes. Learn more at the Walmart Today blog, and our Facebook, Twitter, Pinterest, Instagram channels.