



**FOR IMMEDIATE RELEASE**  
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## **Chattanooga Area Food Bank, Walmart, Sam's Club and Feeding America Launch "Fight Hunger. Spark Change." Campaign to Combat Hunger**

*CHATTANOOGA, Tenn.* – One in eight Americans in communities across the U.S. struggle with hunger, according to the U.S. Department of Agriculture. In Southeast Tennessee and Northwest Georgia, one in eight individuals, including one in five children, is considered food insecure, meaning they lack consistent access to enough food to lead an active and healthy life. To raise awareness and combat the issue, Walmart, Sam's Club, Feeding America® and the Chattanooga Area Food Bank are kicking off the sixth annual nationwide "Fight Hunger. Spark Change." (FHSC) campaign, which will run from April 22 to May 20.

In partnership with the Chattanooga Area Food Bank, Walmart and Sam's Club invite shoppers to help fight hunger in their local communities. There are three ways to participate – purchasing a participating item in-store or online, donating in-store or donating on Feeding America's website.

**With 749 million meals achieved over the last five years, customers and members can help the Feeding America network secure its 1 billion cumulative meals goal in three ways. They can track the number of meals by visiting [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger).**

- For every participating product purchased at U.S. Walmart stores, Sam's Clubs or on Walmart.com during the campaign, the supplier will donate the monetary equivalent of at least one meal (\$0.10) on behalf of a Feeding America member food bank, up to applicable limits.
- Donate money to your local Feeding America food bank at participating Sam's Club and Walmart stores in the U.S.
- Donate at [feedingamerica.org/Walmart](http://feedingamerica.org/Walmart).

Walmart kickstarted the campaign with a \$3 million donation to Feeding America and member food banks including the Chattanooga Area Food Bank. A purchase of one of the 267 participating items helps secure the equivalent of one meal. Each Walmart and Sam's Club will partner with at least one Feeding America local food bank, and the 18 participating suppliers include: Bush Brothers, Campbell's, Conagra Brands, Cliff Bar, General Mills, Gold Peak Tea, Great Value, Hidden Valley, JM Smucker, Kellogg, Kraft Heinz, McCormick, Motts, PepsiCo, Post, Uncle Ben's, Nature Nate's Honey and Unilever.

"Walmart and Sam's Club are steadfast partners of the Chattanooga Area Food Bank. They fight hunger in our region through their generous financial and food donations, as well as offer ways to more efficiently and effectively meet the needs of our communities and families facing hunger," said Chattanooga Area Food Bank President & CEO Gina Crumbliss. "Fight Hunger. Spark Change." is a meaningful way to raise awareness and engage customers and members across the country in the fight against hunger."

"As we go into our sixth year of the 'Fight Hunger. Spark Change.' campaign, it's exciting to approach the 1 billion mark in terms of charitable meals secured for Feeding America over the life of the program," said Kathleen McLaughlin, chief sustainability officer for Walmart. "Food insecurity continues to affect communities across the United States. Working with Feeding America, our customers, members, associates and suppliers, Walmart and Sam's Club aim to be part of the solution."

Last year, the Chattanooga Area Food Bank benefited from more than \$235,000 from Walmart and Sam's Club's commitment to fight hunger. The Chattanooga Area Food Bank was also awarded a "Skills-Based Volunteer" opportunity using senior-level Walmart associates' and volunteers' expertise to identify and offer solutions to strategic food bank challenges, including logistics, operations, marketing, client services and strategic planning, to help the Chattanooga Area Food Bank's reach its goal of closing the meal gap by 2025. To learn more about the campaign visit [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger).

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### **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, over 275 million customers and members visit our more than 11,300 stores under 58 banners in 27 countries and eCommerce websites. With fiscal year 2019 revenue of \$514.4 billion, Walmart employs over 2.2 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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### **About Feeding America**

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and 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 the Chattanooga Area Food Bank**

Founded in 1972 and renamed in 1983, the Chattanooga Area Food Bank, a proud member of Feeding America, is committed to leading a network of partners in eliminating hunger and promoting better nutrition in our region. The Food Bank acquires and distributes healthy food across a 20-county service region including Southeast Tennessee and Northwest Georgia with help from its network of over 300 partner agencies. Last year alone, the Food Bank distributed over 15.1 million pounds of food (equal to 12.6 million meals) and served over 25,000 people each week. In addition to food provision, the Food Bank works to engage the public in the fight to end hunger and empower people to take responsibility for their health and their lives. For more information or to find out how you can get involved, visit our [website](#), like us on [Facebook](#), or follow us on [Twitter](#), [Instagram](#) or [LinkedIn](#).

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