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Feeding America Eastern Wisconsin Surpasses Campaign Goal
1.7 Million Meals Raised during Annual Food for the Holidays Campaign

Milwaukee (January 29, 2016) – Feeding America Eastern Wisconsin raised 1.7 million meals during its 2015 Food for the Holidays campaign, shattering its 1 million meal goal, the organization announced today.

“We are grateful for the generosity of everyone who participated in this year’s campaign to help ensure that families and individuals experiencing hunger this winter have enough healthy, nutritious food to eat, not just during the holidays but throughout the year,” said Charles McLimans, president and CEO of Feeding America Eastern Wisconsin. “Hunger is not confined to one season. Support is needed throughout the year so that together we can continue to address the root causes of hunger in our communities.”

Several events were held throughout the Food for the Holidays campaign designed to raise awareness of the 1 in 8 people and 1 in 5 children throughout eastern Wisconsin experiencing hunger. Campaign highlights include:

- 562,000 meals were raised during the annual “Stuff the Bus,” with 99.1 The Mix, held the day before Thanksgiving.
- 460,000 meals were raised during the annual Food and Fund drive held at Today’s TMJ4.
- 28,000 meals raised at the Drumstick Dash, 5K run on Thanksgiving Day benefiting Feeding America.
- 25,000 meals were raised in the Fox Valley during a phone bank that aired on WFRV Channel 5 in Green Bay.
- 19,000 meals in food and funds were collected at Associated Bank branches throughout the state.

Food and monetary donations were also accepted at all Associated Bank locations throughout Feeding America’s 36-county service territory. It was the sixth consecutive year Associated Bank sponsored the campaign.

“Food is the most basic of human needs and there are far too many people in our state that don’t have enough to eat,” said Bill Bohn, executive vice president for Associated Bank. “Our colleagues and clients care about the people in the communities where we live and work and want to help. Feeding America provides us with the opportunity to do just that.”

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About Feeding America Eastern Wisconsin

Feeding America Eastern Wisconsin is the largest, private, nonprofit hunger relief organization in the state. Founded in 1982 by the Rotary Club of Milwaukee, Feeding America Eastern Wisconsin is a local and independent member of the Feeding America network. As the leading provider of private hunger relief in the state, Feeding America collaborates with 572 partner hunger relief organizations, including food pantries, meal programs, shelters, and community-based mobile pantries to provide 18.3 million meals annually to 377,000 people across 36 counties in Eastern Wisconsin. Feeding America Eastern Wisconsin also supports programs that improve food security for people in need, advocates on their behalf, and works collaboratively to solve hunger.

Together we can solve hunger.

*To learn more about hunger in Wisconsin, visit www.feedingamericawi.org.
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