



News Release

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Feeding America Eastern Wisconsin Sets 2 Million Meal Goal For Annual Food for the Holidays Campaign

Appleton, WI. – (November 1, 2017) - No one should go hungry this holiday season. That's why Feeding America Eastern Wisconsin has teamed up with Associated Bank again this year for its annual Food for the Holidays campaign. The goal is to raise two million meals for those facing hunger this holiday season.

"We want to be sure a warm meal is part of everyone's holiday tradition," said Patti Habeck, president of Feeding America Eastern Wisconsin. "For every \$1 donated, we can provide three meals. In this, our 35th year of solving hunger together, we're asking everyone to make a minimum gift of \$35. That gift will feed a family of five for a week."

According to Habeck, 1 in 4 children in our area don't get enough to eat. That number worsens during the holidays and winter months when families are struggling to stretch limited household budgets.

"While so many of us worry about what gifts to buy, or how big of a turkey we need for our traditional family feast, too many of our neighbors are worrying about whether they can put any food at all on the table at Thanksgiving," Habeck said. "Others are being forced to choose between buying food or heating their home, or buying a warm coat for their child."

Now through the end of the year, nonperishable food items and cash donations can be made at any Associated Bank branch throughout eastern Wisconsin. Donations can also be made online at www.FeedingAmericaWI.org/holidays.

Several events will be held throughout the campaign to raise awareness and provide opportunities to enjoy special events, to volunteer and to give. Go to www.feedingamericawi.org/holidays for more details.

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Feeding America Eastern Wisconsin is the leading hunger relief organization in the state with locations in Milwaukee and the Fox Valley. Founded in 1982 by the Rotary Club of Milwaukee, Feeding America Eastern Wisconsin is a local and independent member of the Feeding America network. Feeding America Eastern Wisconsin collaborates with 600+ members, including food pantries, meal programs and shelters to provide more than 20 million meals annually to nearly 400,000 people across 36 counties in eastern Wisconsin. Feeding America Eastern Wisconsin also supports programs that improve food security for people facing hunger and works collaboratively with community partners to solve hunger.

Together we can solve hunger.

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