



#### News Release

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### **Feeding America Eastern Wisconsin kicks off Food for the Holidays Campaign**

**Milwaukee, WI.** – (November 1, 2016) Feeding America Eastern Wisconsin has teamed up with Associated Bank again this year for its seventh annual Food for the Holidays campaign. The goal is to raise one million meals for families and individuals experiencing hunger this holiday season.

“Hunger is not always evident,” said Charles McLimans, president & CEO for Feeding America Eastern Wisconsin. “Often, it’s our neighbor who doesn’t have enough to eat and we just don’t know it.”

According to McLimans, 1 in 7 people and 1 in 5 children in eastern Wisconsin do not have enough healthy food to eat. “That’s simply not acceptable. We all have the ability to help,” McLimans said. “Even the most modest donation makes a difference. For every dollar donated, we can provide three meals for people in need.”

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](http://www.FeedingAmericaWI.org).

“You can also give a gift of time,” McLimans said. “We have many opportunities to volunteer in our food banks or at our special events.”

Several events will be held throughout the campaign to raise awareness and provide opportunities to get involved.

- **Friday, Nov. 4: Feed Your Soul** – Join us at Flux Design in Milwaukee for a truly unique event. Great food, entertainment and art. [More details.](#)
- **Saturday, Nov. 5: Associated Bank’s Stock the Box Food Drive at Lambeau Field. 9 a.m. – 2 p.m.** Associated Bank has planned a great event benefitting Feeding America. They

have pitted the four Green Bay High Schools against each other to see who can raise the most food. [More details here.](#)

- **Saturday, Nov. 5 and Sunday, Nov. 6 - Savor Milwaukee** – We are the benefitting charity at this Milwaukee event, formerly called “Wine & Dine. [More details.](#)
- **November 23:** Help us **Stuff the Bus** with Wes & Elizabeth from 99.1 The Mix at Pick ‘n Save in Brookfield and help families in our community have a warm holiday meal. 6 a.m. to 6 p.m.
- **November 24:** [Drumstick Dash](#) 5K at Miller Park on Thanksgiving Day.
- **November 29:** Giving Tuesday. Donations will be matched by an anonymous donor.
- **December 20:** Annual Food/Fund Drive - Town Square at Bayshore Towne Center from 11 a.m. – 7 p.m. Join us as we celebrate the season and work to solve hunger together.

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***Feeding America Eastern Wisconsin** is the largest, private, nonprofit 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 more than 570 partner hunger relief organizations, including food pantries, meal programs, shelters and community-based mobile pantries to provide 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 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.feedingamericawis.org](http://www.feedingamericawis.org).  
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