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Feeding America Eastern Wisconsin Empowers its Members by Providing Access to Local, Healthy Food

Appleton (March 21, 2016) – March is National Nutrition Month and thanks to a grant from the Walmart Foundation and Feeding America, Feeding America Eastern Wisconsin is empowering its members by providing them with access to healthy food in their communities through the Direct Connect program. Direct Connect seeks to link food pantries and meal programs with local retailers so fresh produce, meat, bread and dairy donations stay in local communities.

The Walmart Foundation grant is funding a position with Feeding America Eastern Wisconsin through its Appleton facility that is dedicated to connecting member programs with local retailers. As of the beginning of March 2016, Feeding America has reached nearly 100% participation with its northeast Wisconsin retail partners and member programs in Direct Connect.

“If we are going to work together to solve hunger, we have to make sure we are providing our members with all the resources they need to do the work they already do so well,” said Patti Habeck, executive vice president of Feeding America Eastern Wisconsin. “Connecting pantries and meal programs with food that is already in their community is just the first step.”

Feeding America Eastern Wisconsin works with 200 partner programs in 27 counties in northeast Wisconsin.

*Interview opportunities: **Patti Habeck**, Executive Vice President at Feeding America Eastern Wisconsin*

*Photo opportunities: Call **Lori Holly** for scheduled food pick-up times*

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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. Join the conversation! Like us on [Facebook](#) and follow us on [Twitter](#).