



MEDIA ADVISORY

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Feeding America Eastern Wisconsin receives 17,900 apples Donation from FirstFruits Marketing arrives just in time for Summer

MILWAUKEE (June 5, 2018) – FirstFruits Marketing, in partnership with Pick ‘n Save, teamed up with Feeding America Eastern Wisconsin to provide a vital source of nutrients to those facing hunger. FirstFruits **delivered 17,900 apples to the Milwaukee food bank** just in time for summer. Member food pantries will be able to pick up the apples Wednesday, June 6.

WHEN: Tuesday, June 5, 2018 at 11:00 am

WHAT: Delivery of 17,900 apples to Feeding America Eastern Wisconsin by FirstFruits Marketing in partnership with Pick ‘n Save / Kroger’s Zero Hunger | Zero Waste initiative

WHERE: Feeding America Eastern Wisconsin,
1700 W. Fond du Lac Avenue, Milwaukee

“We’re thrilled to be receiving much-needed fruit for distribution to our member network,” said Patti Habeck, president at Feeding America Eastern Wisconsin. “Donations like this one today from FirstFruits and Pick ‘n Save helps put fresh food on the shelves of local pantries for families facing hunger.”

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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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