



For Immediate Release

Contact: Hannah Becker
Communications Associate
(414) 831-6311
hbecker@feedingamericawi.org

Kids Help Kids through 16th Annual PB&J Challenge

MILWAUKEE (March 18, 2019) – Sixty schools and companies participated in the 16th annual PB&J Challenge by collecting jars of peanut butter and jelly throughout the month of February. Food and monetary donations were also collected at Pick ‘n Save, Metro Market and PyraMax Bank. Together, they collected 18,152 pounds of food and collected over \$37,000 for a grand total of raising 126,155 meals for those facing hunger in the community.

Students brought their collections to the Milwaukee and Appleton food banks during “The Big Drop” which concluded the 16th annual PB&J Challenge on Monday, March 4. Johnson Creek Elementary School and Whitefish Bay Middle School won for collecting the most peanut butter and jelly by total weight. Flex Academy and St. Bruno Parish School won for collecting the most peanut butter and jelly by averaging pounds per student. The four schools will be recognized at a Milwaukee basketball game on Friday, March 22.

A peanut butter and jelly sandwich is not only a childhood favorite, but also a simple meal packed with protein. The PB&J Challenge helps stock the shelves with these important staples, which are some of Feeding America’s most-needed items.

###

***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.

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