



## **PRESS RELEASE**

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### **Feeding America Eastern Wisconsin, Walmart, Sam's Club and Feeding America Launch "Fight Hunger. Spark Change." Campaign to Combat Hunger in Eastern Wisconsin**

**MILWAUKEE, WI (April 22, 2019)** – One in eight Americans in communities across the U.S. struggle with hunger, according to the U.S. Department of Agriculture, including one in seven Wisconsin residents. To raise awareness and combat the issue, Walmart, Sam's Club, Feeding America® and Feeding America Eastern Wisconsin are kicking off its sixth annual nationwide "Fight Hunger. Spark Change." (FHSC) campaign, which will run from April 22 to May 20.

In partnership with Feeding America Eastern Wisconsin, Walmart and Sam's Club now invite Eastern Wisconsin shoppers to help fight hunger in their local community. There are three ways to participate – purchasing a participating item in-store or online, donating in-store or donating online.

**With 749 million meals raised over the last five years, store customers and members can help the Feeding America network secure its 1 billion cumulative meals goal in three ways. They can track the number of meals by visiting [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger).**

- For every participating product purchased at U.S. Walmart stores, Sam's Clubs or on Walmart.com during the campaign, the supplier will donate the monetary equivalent of at least one meal (\$0.10) on behalf of a Feeding America member food bank, up to applicable limits.
- Donate money to your local Feeding America food bank at participating Sam's Club and Walmart stores in the U.S.
- Donate at [feedingamerica.org/Walmart](http://feedingamerica.org/Walmart).

Walmart kick started the campaign with a \$3 million donation to Feeding America and member food banks including Feeding America Eastern Wisconsin. A purchase of one of the 267 participating items helps secure the equivalent of one meal. Each Walmart and Sam's Club will partner with at least one Feeding America local food bank, and the 18 participating suppliers include: Bush Brothers, Campbell's, Conagra Brands, Cliff Bar, General Mills, Gold Peak Tea, Great Value, Hidden Valley, JM Smucker, Kellogg, Kraft Heinz, McCormick, Motts, PepsiCo, Post, Uncle Ben's, Nature Nate's Honey and Unilever.

“As we go into our sixth year of the ‘Fight Hunger. Spark Change.’ campaign, it’s exciting to approach the 1 billion mark in terms of charitable meals secured for Feeding America over the life of the program,” said Kathleen McLaughlin, chief sustainability officer for Walmart. “Food insecurity continues to affect communities across the United States. Working with Feeding America, our customers, members, associates and suppliers, Walmart and Sam’s Club aim to be part of the solution.”

To learn more about the campaign visit [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger).

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**Feeding America Eastern Wisconsin** is the largest hunger-relief organization in the state with locations in Milwaukee and Appleton. 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+ hunger-relief programs, 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. To learn more about hunger in Wisconsin, visit [www.feedingamericawi.org](http://www.feedingamericawi.org).

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**Walmart Inc.** (NYSE: WMT) helps people around the world save money and live better - anytime and anywhere - in retail stores, online, and through their mobile devices. Each week, over 275 million customers and members visit our more than 11,300 stores under 58 banners in 27 countries and eCommerce websites. With fiscal year 2019 revenue of \$514.4 billion, Walmart employs over 2.2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://corporate.walmart.com>, on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>.

**Feeding America®** is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).