



## PRESS RELEASE

04/22/2019

For Immediate Release

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

URBANA, Illinois – One in eight Americans in communities across the U.S. struggle with hunger, according to the U.S. Department of Agriculture, including more than 100,000 people in eastern Illinois. To raise awareness and combat the issue, Walmart, Sam's Club, Feeding America and Eastern Illinois Foodbank are kicking off the sixth annual nationwide "Fight Hunger. Spark Change." (FHSC) campaign, which will run from April 22 to May 20.

In partnership with Eastern Illinois Foodbank, Walmart and Sam's Club now invite eastern Illinois 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 on Feeding America's website.

**With 749 million meals achieved over the last five years, eastern Illinois 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/fighthuner](http://www.walmart.com/fighthuner).**

- For every participating product purchased at U.S. Walmart stores, Sam's Club 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 kickstarted the campaign with a \$3 million donation to Feeding America and member food banks including Eastern Illinois Foodbank. 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."

Last year, Eastern Illinois Foodbank benefited from more than \$94,000 received from Walmart and Sam's Club's commitment to fight hunger.



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

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**About Walmart** 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>.

**About Feeding America** 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.

### **About Eastern Illinois Foodbank**

*Eastern Illinois Foodbank works to alleviate hunger in eastern Illinois through cooperation with a network of food pantries, agencies and other programs like the Foodmobile Program. The Foodbank distributes donated and discounted food throughout an 18-county service area in cooperation with more than 160 member agencies and programs. Through these agencies, the Foodbank provides food to more than 100,000 different men, women and children each year. The Eastern Illinois Foodbank is a member of Feeding America (formerly America's Second Harvest), Feeding Illinois, the United Way of Coles County, and the United Way of Champaign County. For more information, visit [eifoodbank.org](http://eifoodbank.org).*