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## **Feeding America Southwest Virginia to Benefit from Walmart's "Fight Hunger. Spark Change." Campaign**

*The Fight Hunger. Spark Change. campaign aims to help Feeding America secure 100 million meals on behalf of member food banks*

ABINGDON, VA (May 3, 2017) –[Walmart's](#) "Fight Hunger. Spark Change." campaign is underway and runs through May 15.

The campaign is a nationwide initiative calling on the public to take action in the fight against hunger. The [Feeding America](#) nationwide network of 200 food banks, of which Feeding America Southwest Virginia is a member, stands to benefit from the campaign goal to secure at least 100 million meals for Feeding America food banks across the country.

"We appreciate Walmart's ongoing commitment to fighting hunger and are thrilled that Walmart is asking the public to get involved and make a difference in their local communities through the 'Fight Hunger. Spark Change.' campaign," said Pamela Irvine, President and CEO of Feeding America Southwest Virginia. "This campaign will significantly boost our collective ability to raise awareness about the issue of hunger in America, allowing us to secure more local funds and ultimately provide food to more people in need in Southwest Virginia. We hope people across the region will take action and participate in the campaign."

Working with customers, [Discover](#) and five of its national suppliers – [Campbell Soup Company](#), [General Mills](#), [Kellogg Company](#), [the Kraft Heinz Company](#) and [PepsiCo](#) – Walmart is making it easy for everyone to take action against hunger and help families in their own communities.

- 1. Product Purchase:** For every participating product purchased at U.S. Walmart stores through May 15, 2017, the supplier will donate the equivalent of one meal (\$0.09) on behalf of a Feeding America member food bank, up to applicable limits. For every Discover card transaction made at Walmart and Walmart.com during the campaign period, Discover will donate the equivalent of one meal (\$0.09) to Feeding America and its network of member food banks, up to \$1 million. See [Walmart.com/fighthunger](#) for further details.
- 2. Donate at the Register:** Donate to a Feeding America member food bank at the register during checkout.



With the USDA reporting that one in eight people in America struggle with hunger, the “Fight Hunger. Spark Change.” campaign comes at a critical time. Here in Southwest Virginia, people may not know where they will find their next meal.

“This campaign is an important part of our ongoing commitment to helping families who struggle with hunger,” said Kathleen McLaughlin, president of the Walmart Foundation and chief sustainability officer for Walmart. “Together with suppliers, customers and friends at Feeding America, we’re dedicated to making a positive difference in the lives of those who live and work in the communities we serve.”

This is Walmart’s 11th year working with Feeding America nationally to fight hunger and the 4<sup>th</sup> annual “Fight Hunger. Spark Change.” campaign.

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

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### **About Feeding America Southwest Virginia**

Feeding America Southwest Virginia was founded in 1981 and proudly commemorates 35 years of fighting hunger and changing lives through community partnerships. The Food Bank is an affiliate member of Feeding America. For the last three and a half decades, the Food Bank’s ultimate mission has remained the same: eliminate hunger in the region. The primary function of the Food Bank is to secure and distribute large quantities of food for the hungry. Approximately \$34 million worth of food and grocery related products are channeled annually through a network of more than 370 partner feeding programs in our 26-county, 9-city region that provide food or meals to those in need. Visit [www.faswva.org](http://www.faswva.org) for more information or like us on Facebook.

### **About Feeding America**

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that 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](#).