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FOR IMMEDIATE RELEASE

Community partners spread peanut butter campaign for the hungry

(Salem, VA) June 21, 2017 – Feeding America Southwest Virginia, Kroger and Q99, K92, 94.9 Star Country, WFIR and The ViBE are teaming up to collect peanut butter for the hungry in Southwest Virginia in July.

“Peanut butter is consistently one of the most requested foods we distribute, but it is also the least donated item,” said Pamela Irvine, President and CEO of Feeding America Southwest Virginia. “With 1 in 8 people facing hunger in Southwest Virginia, this nutritious, high-protein product is very much needed. We’re so excited to be working with our friends at Kroger and Q99, Star Country, K92, WFIR and The ViBE this year to provide this versatile food to those facing hunger.”

All 16 Kroger stores in the Roanoke and New River Valleys will be collecting jars (*no glass, please*) of peanut butter in the “Feed the Hungry” bins at the front of the stores. Donations may also be made at Feeding America Southwest Virginia, 1025 Electric Road in Salem.

In addition, jars of peanut butter and donations will be collected at several events in June and July:

- **June 30:** Q99 at the Pulaski Yankees Game, 5 to 8 p.m. at Calfee Park – Kroger will match donations up to a total of \$1,000.
- **July 9:** Star Country and K92 at the Salem Fair – Visit the radio station booths from noon – 9 p.m. to play Plinko and spin the Prize Wheel. Proceeds to benefit Feeding America Southwest Virginia and the Salem Food Bank – Kroger will match donations up to a total of \$3,000.
- **July 15:** Star Country at the Pulaski Yankees Game, 5 to 8 p.m. at Calfee Park – Kroger will match donations up to a total of \$1,000.
- **July 16:** K92 at the Pulaski Yankees Game 5 to 8 p.m. at Calfee Park – Kroger will match donations up to a total of \$1,000.
- **July 29:** The Big Wrap-Up! Visit your favorite radio stations at four area Kroger stores from noon to 2 p.m. to donate peanut butter and have some fun. Kroger will match monetary donations up to a total of \$2,000.
 - Bonsack Kroger – WSLQ Q99

- Cave Spring Corner Kroger -- WXLK K92
- Lakeside Plaza Kroger – WVBE-WVBB, The VIBE
- Daleville Kroger – WSLC Star Country

“Kroger’s Mid-Atlantic Division is based in the Roanoke Valley, and we have stores throughout the region served by Feeding America Southwest Virginia, so we’re delighted to assist the food bank and work with the Wheeler network of radio stations to support the peanut butter drive and help meet the need to feed the hungry in our home area,” said Allison McGee, spokesperson for Kroger’s Mid-Atlantic Division.

Kroger’s primary charitable effort is winning the fight against hunger. Kroger has donated more than one million meals over the last four years and works through approximately 100 food banks, including Feeding America Southwest Virginia, to ensure its donations are effective in the communities served by the company.

"Our stations are delighted to again work with Kroger and Feeding America Southwest Virginia. Kroger's generosity and commitment to their communities is ever present and they are a valued partner, said Leonard Wheeler, owner of Wheeler Broadcasting. "We needn't look far to give perspective to the blessed lives we lead as hunger is within our own communities and neighborhoods. Yet solutions to this are within our reach as well. Feeding America Southwest Virginia serves a critical role in helping those in need with the most basic need- food. We welcome being a conduit to our listeners to lend support. "

Throughout the month of July, Feeding America Southwest Virginia will also accept donations online for the purchase of peanut butter at www.faswva.org/peanutbutter.

Last year, the food bank collected more than 3,300 pounds of peanut butter from local churches, businesses and individuals.

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About Feeding America Southwest Virginia:

Feeding America Southwest Virginia was founded in 1981 and proudly commemorates 36 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 \$26.5 million worth of food and grocery related products are channeled annually through a network of more than 330 partner feeding programs in our 26-county, 9-city region that provide food or meals to those in need. Visit www.faswva.org for more information or like us on Facebook.

About Kroger’s Mid-Atlantic Division:

The Mid-Atlantic Division operates 121 stores, 118 pharmacies and 93 fuel centers in Virginia, West Virginia, North Carolina, Tennessee, Kentucky and Ohio. Headquartered in Roanoke, the Mid-Atlantic Division is dedicated to making a difference in the communities it serves by supporting hunger relief, women’s health, our troops and their families, and local schools and grassroots organizations. Kroger is also a strong supporter of the Salvation Army, American Red Cross and organizations that promote the advancement of women and minorities. *Fortune* magazine named Kroger the “most generous company in America” and The Reputation Institute ranked Kroger among the Top 100 of America’s Most Reputable Companies. For more information, visit www.kroger.com.

About Wheeler Broadcasting:

94.9 Star Country, Q99, K92, Vibe Radio, WFIR and Sportsradio WPLY in Roanoke, Virginia are owned by local radio group Wheeler Broadcasting. Wheeler Broadcasting stations are avid supporters of the communities we serve and are involved in countless fund raising efforts each year. Wheeler Broadcasting even has a full-time Community Development staff member dedicated to helping non-profit organizations.