



**Contact:**

Amanda Allen  
Marketing and Communications Coordinator  
(540) 444-2942 (direct)  
(540) 537-8984 (cell)  
[aallen@faswva.org](mailto:aallen@faswva.org)

**FOR IMMEDIATE RELEASE**

## **Feeding America Southwest Virginia receives additional funding from BB&T Lighthouse Project**

**(Roanoke, Virginia) August 14, 2017** – Feeding America Southwest Virginia has received an additional \$5,000 in funding as a BB&T Lighthouse Project Spirit Award recipient. Feeding America Southwest Virginia teamed up with volunteers from BB&T Valley Region to help feed summer meals to children through the food bank's new Café to Grow foodie truck. In addition to prepping and serving meals to kids at three sites in Roanoke City, BB&T also donated disposable containers and utensils.

The BB&T Lighthouse Project is a community service effort where associates partner with local nonprofits to make a meaningful difference in the lives of others. Project ideas are submitted by associates based on the overall needs of the community. Approved projects receive funding and time away from the office to complete the hands-on outreach. At the close of each year's campaign, six exceptional projects are identified as Spirit Award recipients for going above and beyond to meet the needs of the community. Those chosen receive an additional \$5,000 donation to further support the great work they do on a daily basis in the community. Three Spirit Awards is chosen by an online vote, and three are chosen by BB&T's Executive Management team.

"Feeding America Southwest Virginia is delighted to receive this generous award from our friends at BB&T," said Pamela Irvine, president and CEO of Feeding America Southwest Virginia. "Their donation of supplies and volunteers means that hungry children in Roanoke had meals to eat served by smiling faces. This additional award will continue BB&T's impact on fighting hunger in our local community and inspire other corporations to join our collaborative partnership efforts to provide the resources necessary to solve childhood hunger."

Feeding America Southwest Virginia and BB&T encourages everyone to find ways to give back to deserving nonprofit organizations in their communities. To volunteer with



Feeding America Southwest Virginia, visit their website at [www.faswva.org/volunteer](http://www.faswva.org/volunteer) or call 540.342.2011.

“Our team was so honored to work alongside the people at Feeding America Southwest Virginia,” said Janet Morrison, Area Operations Officer Consultant. “They do such important work in our community. We’re even more excited that they’ve been chosen as a Spirit Award recipient and can receive additional funding from BB&T.”

Since the inception of the BB&T Lighthouse Project in 2009, BB&T associates have completed more than 9,000 community service projects, donated more than 475,000 hours in volunteer service and touched the lives of more than 13 million people. Associates overwhelmingly voted to bring back the initiative this year. For more information about the Lighthouse Project, go to [BBT.com/bbt/lighthouseproject/](http://BBT.com/bbt/lighthouseproject/).

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

Feeding America Southwest Virginia was founded locally in 1981 and proudly commemorates 36 years of fighting hunger and changing lives through community partnerships. 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 Southwest Virginia’s 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. The local Food Bank is an affiliate member of Feeding America. Visit [www.faswva.org](http://www.faswva.org) for more information or like us on Facebook.

#### **About BB&T**

BB&T is one of the largest financial services holding companies in the U.S. with \$220.5 billion in assets and market capitalization of \$36.3 billion as of March 31, 2017. Building on a long tradition of excellence in community banking, BB&T offers a wide range of financial services including retail and commercial banking, investments, insurance, wealth management, asset management, mortgage, corporate banking, capital markets and specialized lending. Based in Winston-Salem, N.C., BB&T operates more than 2,100 financial centers in 15 states and Washington, D.C. A Fortune 500 company, BB&T was recognized as one of Forbes’ 2017 Best Banks in America and is consistently recognized for outstanding client service by Greenwich Associates for small business and middle market banking. More information about BB&T and its full line of products and services is available at [BBT.com](http://BBT.com).

###