



FEEDING AMERICA SOUTHWEST VIRGINIA AND KROGER ASK SOUTHWEST VIRGINIANS TO TAKE ACTION TO END HUNGER

Feeding America Southwest Virginia and Kroger join together to promote Hunger Action Month™

SALEM, Va. (Aug. 30, 2018) – Feeding America Southwest Virginia and Kroger are joining together to bring awareness to the plight of the more than 144,000 Southwest Virginians who are food insecure – including more than 40,000 children.

This year, Kroger brings the power of its “Zero Hunger, Zero Waste” initiative as a sponsor of FASWVA’s hunger-fighting activities during Hunger Action Month.

“No family in a community we serve should ever go hungry,” said Allison McGee, corporate affairs manager of Kroger’s Mid-Atlantic Division. “We know that 40 percent of the food produced in the United States is uneaten. Meals matter to families, and our ‘Zero Hunger, Zero Waste’ initiative is intended to make a difference one family at a time.”

September marks the tenth year the Feeding America network of food banks has organized this annual call to action and Feeding America Southwest Virginia has participated in the Hunger Action Month movement since its inception. This year the campaign will focus on the strong connections between hunger and health.

The Hunger Action Month 2018 campaign asks people to consider how it must feel to live with an empty stomach, which puts a healthy life and a promising future at risk.

“Despite nationwide economic improvements, here in Southwest Virginia, 12.3% of people still struggle with access to enough healthy food to reach their full potential,” says Pamela Irvine, FASWVA CEO. “This is especially problematic for our children, who cannot grow, succeed or learn on an empty stomach.”

Hunger Action Day®, the second Thursday in September, is a day where efforts across the country are focused for greater impact.

This year, on September 13th, Feeding America Southwest Virginia asks supporters to share what they couldn't do without adequate nutrition by writing on an empty plate, "On an empty stomach I can't _____," and filling in the blank with something they couldn't achieve without the nutrition we need to thrive.

These photos can be posted to Twitter (@faswva), Instagram (@faswva) and Facebook (@feedingamericaswva) with #HungerActionMonth to join the conversation.

Feeding America Southwest Virginia has several activities planned to engage the community in hunger relief and awareness building, including:

- Feeding America Southwest Virginia/Food Lion Feeds Food Truck Fest – Friday, September 21, 5 p.m. at the Vinton Farmer's Market
- AARP/Feeding America Southwest Virginia night at the Roanoke Pinball Museum – donate a bag of groceries for free admission! – September 26, 4-7 p.m.
- P. Buckley Moss Feeding America Southwest Virginia Benefit Print Signing – September 29, noon – 3 p.m. at Sinkland Farms in Riner, VA

To learn more about Feeding America Southwest Virginia and other ways you can get involved for Hunger Action Month in our community please visit www.faswva.org.

To make a contribution to Feeding America Southwest Virginia, visit www.faswva.org/donate.

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About Feeding America Southwest Virginia

Feeding America Southwest Virginia was founded locally in 1981 and proudly commemorates 37 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 \$29.3 million worth of food and grocery related products are channeled annually through a network of more than 350 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 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, find us on [Facebook](#) or follow us on [Twitter](#).