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FOR IMMEDIATE RELEASE

Community partners spread peanut butter campaign for the hungry

(Salem, VA) July 31, 2018 – Feeding America Southwest Virginia, Kroger and Q99 are teaming up to collect peanut butter throughout the month of August to support those facing hunger in Southwest Virginia.

During the month of August, Kroger stores throughout Southwest Virginia will be collecting jars of peanut butter. Shoppers may contribute peanut butter to the drive by placing plastic jars (*no glass, please*) in the specially marked bins located at the front of the stores. Kroger brand peanut butter will be included in the store's "10 for \$10" offerings from August 15 through 18.

"Peanut butter is consistently one of the most requested foods we distribute, but it is also the least donated," said Pamela Irvine, President and CEO of Feeding America Southwest Virginia. "We're excited once again to have Kroger and Q99 supporting us as we collect this nutritious, high-protein, back-to-school staple to help hungry families."

In addition to local Kroger stores, donations may also be made at Feeding America Southwest Virginia, 1025 Electric Road in Salem.

"Kroger's Zero Hunger Zero Waste commitment is to end hunger in the communities we serve by 2025," said Allison McGee, corporate affairs manager for the Mid-Atlantic Division. "No family in a community we serve should ever go hungry. The peanut butter drive is an opportunity for people who are passionate about feeding people to join us in our mission."

Q99's (WSLQ-FM) David Page will host a live remote broadcast at the Bonsack Kroger store on Sunday, August 19 from noon – 2 p.m. with music, the Q99 prize wheel and other activities.

Throughout the month of August, Feeding America Southwest Virginia will also accept donations online for the purchase of peanut butter at www.faswva.org/peanutbutter. These donations will be matched by Kroger up to \$4,000.

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About Feeding America Southwest Virginia

Feeding America Southwest Virginia was founded in 1981 and proudly commemorates 37 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.