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Alameda County Community Food Bank to Benefit from Walmart Spring “Fight Hunger. Spark Change.” Campaign

Public participation can result in potentially \$3 million and 75 million meals to help Feeding America and member food banks – in just four weeks

OAKLAND, CA — April 6, 2015 — Walmart this week launched the Fight Hunger. Spark Change. campaign, a nationwide initiative calling on the public to take action in the fight against hunger. Feeding America, Alameda County Community Food Bank and other Feeding America member food banks across the country stand to benefit from up to \$3 million in potential Walmart donations based on participation in the #WeSparkChange social media challenge. In addition, Walmart’s suppliers aim to donate enough to help Feeding America secure the equivalent of 75 million meals on behalf of Alameda County Community Food Bank and other member food banks. Additionally, Walmart customers can make a donation to Alameda County Community Food Bank at the register during checkout. The campaign runs from April 6 through May 3, 2015.

The Fight Hunger. Spark Change. campaign comes at a critical time, with one in six people in America struggling with hunger at some point during the year, according to the [USDA](#). In addition, many food banks are facing the time of year known as the “spring hunger gap” when the food supply they rely on to help feed local families is often at its lowest level. Hunger is a nationwide problem with local implications in every community across the United States. Here in Alameda County, 1 in 5 people are struggling with hunger.

“We are thrilled about Walmart’s Fight Hunger. Spark Change. campaign and grateful for their ongoing commitment to fight hunger,” said Suzan Bateson, Executive Director of Alameda County Community Food Bank. “This spring’s campaign, in partnership with Feeding America, is critical to our collective ability to raise awareness about the issue, secure more local funds and, ultimately, provide greater access to more people in need in our area. We hope you will join us to fight hunger and spark change during this four-week campaign.”

To raise awareness and help provide meals to those in need, Walmart and six of its national suppliers -- Campbell’s, ConAgra Foods, General Mills, Kellogg Company, Kraft, and Unilever -- are calling on customers to take action in store and online to generate support for Feeding America and its nationwide network of 200 food banks.

“At Walmart, we believe every family should have access to affordable, nutritious and sustainably grown food, but this is not the reality for millions of Americans. An extraordinary 49 million Americans struggle with hunger and don’t know where their next meal will come from at some point during the year,” said Kathleen McLaughlin, president of the Walmart Foundation and senior vice president of Walmart sustainability. “This spring, we’re making it easy for our customers to give back to those in need in their local community by taking simple actions in store or sharing photos online. With the support of our customers and partnerships with our suppliers and Feeding America, the nation’s leading organization dedicated to fighting domestic hunger through a network of member food banks, we can make a real difference for families facing hunger across the U.S.”

From April 6 through May 3, people can fight hunger and spark change in three ways:

1. **#WeSparkChange Challenge:** People can take a picture of six friends who share their commitment to fight hunger, representing the one in six people who face food insecurity in the U.S. Then, post the picture on Facebook, Instagram or Twitter as a public post with the hashtag #WeSparkChange. For each public post connected to the hashtag #WeSparkChange, Walmart will donate \$10, up to a maximum donation of \$1.5 million, to Feeding America on behalf of its member food banks. To help generate more donations, customers can post multiple pictures, tagging friends and challenging them to take their own photo within 48 hours.

To kick-off the challenge, Walmart will make an initial donation of \$1.5 million to Feeding America, with the goal of reaching a total donation of \$3 million based on the public's participation.

2. **Participating Products:** Walmart customers can purchase one of 240 participating products in Walmart stores nationwide and the supplier will make a donation to help Feeding America secure a meal on behalf of a local food bank. For every item purchased, Feeding America will help secure one meal on behalf of the local member food bank in that area.
3. **Donations at the Register:** For the first time, Walmart customers can make a donation on behalf of their local Feeding America food bank at the register during checkout.

To learn more about the campaign, visit www.walmart.com/fighthunger.

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About Alameda County Community Food Bank

Alameda County Community Food Bank has been the recognized leader in anti-hunger efforts for 30 years. The Food Bank serves 1 in 5 county residents by distributing food through 240 food pantries, soup kitchens and other community organizations, as well as direct-distribution programs. Our goal to end hunger by 2018 depends on a bold approach which employs CalFresh Outreach, Advocacy, nutrition services and other innovative solutions. For eight consecutive years, Alameda County Community Food Bank has received Charity Navigator's top rating — Four Stars — ranking the organization among the top 1 percent of charities nationwide. Learn more at www.accfb.org.

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](#).

About Walmart

Wal-Mart Stores, Inc. (NYSE: WMT) helps people around the world save money and live better – anytime and anywhere -- in retail stores, online, and through their mobile devices. Each week, more than 250 million customers and members visit our 11,270 stores under 71 banners in 27 countries and e-commerce websites in 11 countries. With fiscal year 2014 sales of over \$473 billion, Walmart employs more than 2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://corporate.walmart.com> on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>. Online merchandise sales are available at <http://www.walmart.com> and <http://www.samsclub.com>.