



Contact: Keegan Gibson,
Ceisler Media
keegan@ceislermedia.com
412-542-1813

Heather Musacchio
Second Harvest Food Bank of NW PA
hmusacchio@eriefoodbank.org
814-459-3663 x 113

Erie Community Rallies Together to Generate \$54,296 for the Second Harvest Food Bank of Northwest Pennsylvania to Alleviate Hunger

Local residents joined in Walmart's Fight Hunger. Spark Change. campaign that generated over \$10 million nationwide to help Feeding America and affiliate food banks

ERIE, Pa. (July 20, 2015) – Walmart announced today that Erie residents have generated a total of \$54,296 for the Second Harvest Food Bank of Northwest Pennsylvania to support those facing hunger in the region. Through Walmart's Fight Hunger. Spark Change. campaign, families rallied together to help fight hunger through three simple actions taken in Walmart stores and online. Nationwide, the campaign raised more than \$10 million to support Feeding America and its affiliate food banks across the country.

The Fight Hunger. Spark Change. campaign offered customers the opportunity to help fight hunger from April 6 to May 3, 2015 by making a donation to their local Feeding America food bank at a Walmart register, or purchasing select products from some of the nation's leading food companies: [Campbell's](#), [ConAgra Foods](#), [General Mills](#), [Kellogg Company](#), [Kraft](#), and [Unilever](#). In addition, the public participated in the #WeSparkChange social media challenge. Customers were asked to take a picture of six friends who share their commitment to fight hunger and post a public picture on Facebook, Instagram or Twitter with the hashtag #WeSparkChange. For each post, Walmart donated \$10 to Feeding America on behalf of its affiliate food banks.

Hunger is a nationwide problem with local implications in every community across the United States. One in six people in America will struggle with hunger at some point during the year, according to the [USDA](#). In northwest PA, one in four people face hunger.

"I am so grateful to Walmart, its customers and the community members for this donation," said Executive Director Karen Seggi of the Second Harvest Food Bank of NW PA. "It will be put to work immediately, helping the Second Harvest Food Bank to supply food to our most vulnerable neighbors in need who are facing difficult circumstances. With more than 167,000 individuals within 11 counties receiving some kind of food assistance from Second Harvest, our work is essential and the generosity of donors like Walmart truly makes a difference in the efforts to end hunger in northwest Pennsylvania."

"We take pride in giving back to local communities and empowering residents to support their neighbors in need. This spring, customers across the country jumped into action to fight hunger, and the results were truly extraordinary," said Karrie Dennison, Director of Hunger and Nutrition for Walmart and the Walmart Foundation. "With 49 million Americans struggling with hunger today, we are dedicated to helping families access affordable, nutritious and sustainably grown food. With the support of our customers, associates and Feeding America, we will continue our work to help every family have access to the food they need."

The Fight Hunger. Spark Change. campaign is just one step towards Walmart's larger commitment to provide meals to those in need, helping ensure every family has access to affordable, nutritious and

sustainably grown food. As the nation's largest grocer, Walmart is in a unique leadership position to help impact the issue of hunger in the United States. Last year, Walmart announced a commitment to create a more sustainable food system, with a focus on improving the affordability of food by lowering the "true cost" of food for both customers and the environment, increasing access to food, making healthier eating easier, and improving the safety and transparency of the food chain. This commitment includes a goal of providing four billion meals to those in need in the U.S. over the next five years.

###

About Second Harvest Food Bank of Northwest Pennsylvania

Second Harvest is the major supplier of food to a network of 285 member charitable agencies who obtain products from our warehouse and then give the items to individuals and families who otherwise would not have enough food on their tables. Our member agencies, which include food pantries, soup kitchens, homeless shelters, Kids Cafes and other nonprofit organizations, receive products distributed from our warehouse. Last year, Second Harvest distributed 12.8 million pounds of food to 167,700 people in need.

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 11,462 stores under 71 banners in 28 countries and e-commerce websites in 11 countries. With fiscal year 2015 sales of nearly \$486 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>.