



### ***MEDIA ADVISORY***

## **Tyson Foods, LULAC to Donate Truckload of Protein to Capital Area Food Bank**

- WHAT:** Tyson Foods, Inc. and the League of United Latin American Citizens (LULAC) are donating a truckload of protein to the Capital Area Food Bank in Washington, D.C. The food will go directly to helping feed the more than 700,000 Washington area residents who are at risk of hunger. The protein will be delivered to the food bank prior to the media event, which will take place at the 2016 LULAC National Convention & Exposition.
- WHEN:** Tuesday, July 12, 2016  
10:00 a.m.
- WHERE:** Washington Hilton  
1919 Connecticut Ave. NW  
Washington, DC 20009
- WHO:** Representatives from Tyson Foods, Inc., the League of United Latin American Citizens (LULAC) and Capital Area Food Bank, will be available for photo opportunities and interviews.
- WHY:** The event is significant because:
- In the Washington area, 700,000 children, adults and seniors struggle to get the food they need
  - Each year, the Capital Area Food Bank partners with 444 community organizations to serve 540,000 people throughout Washington D.C., Maryland and Virginia
  - Since 2000, Tyson Foods has donated more than 100 million pounds of protein – <https://www.youtube.com/watch?v=qtpYwFRjLdc>
  - In 2015, Tyson Foods pledged \$50 million in cash or in-kind donations over the next five years in the fight against hunger, with a special focus on innovative initiatives
  - Learn how 12-year-old Kenzie Hinson is fighting hunger in her community – <https://www.youtube.com/watch?v=YBIWuUXqztc>
  - For more information, visit <http://www.tysonhungerrelief.com>
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