



Media Advisory

For more information, please contact:

Kirsten Bourne

Capital Area Food Bank

202-644-9861

kbourne@capitalareafoodbank.org

FOR IMMEDIATE RELEASE

CAPITAL AREA FOOD BANK RECEIVES \$25,000 GRANT FROM *HUNGER IS* TO FIGHT CHILDHOOD HUNGER

Hunger Is, a joint initiative of the Albertsons Companies Foundation and the Entertainment Industry Foundation, will help eradicate childhood hunger in the U.S.

Washington, DC – August 4, 2016– The Capital Area Food Bank has received a \$25,000 grant from *Hunger Is* to help solve childhood hunger. *Hunger Is*, the joint charitable initiative of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF) featuring Emmy Award®-winning actress and *Hunger Is* Ambassador Viola Davis, raised more than \$2.5 million in the first *Hunger Is* fall season fundraiser, which took place in September in Albertsons Companies stores. The fundraiser generated donations through customer purchase of participating products in more than 2,200 stores throughout 33 states, as well as customer donations at the check stand. To date, *Hunger Is* has raised \$12.5 million and awarded over 230 grants; 79 organizations were selected as recipients this year.

The \$25,000 *Hunger Is* grant will go towards feeding children in the local community living in households that struggle to provide sufficient healthy meals, including supporting daily breakfast. The grant will allow the CAFB to include breakfast foods in the weekend bags it sends home weekly with about 460 children at 10 partner sites across Northern Virginia. In addition, it will enable the food bank to provide nutrition education material and kid-friendly activity books to highlight the importance of healthy eating and breakfast consumption.

“Good food is essential for kids to grow and learn, but many of the children we serve don’t receive breakfast at home,” said Nancy E. Roman, President and CEO of the Capital Area Food Bank. “Our partnership with *Hunger Is* will help to change that.”

Currently only half of the 22 million children in the U.S. eligible for free or reduced-cost breakfast receive this most important meal of the day. Students qualifying for free or reduced-cost lunch are automatically eligible for breakfast. However, not all schools participate, and some provide breakfast before school hours, making participation difficult for students who cannot arrive at school early.

More information about the issue is available at HungerIs.org, along with ways for individuals to donate.

About the Capital Area Food Bank

The Capital Area Food Bank is the largest organization in the Washington metro area working to solve hunger and its companion problems: chronic undernutrition, heart disease and obesity. By partnering with nearly 450 community organizations in DC, Maryland and Virginia, as well as

delivering food directly into hard to reach areas, the CAFB is helping 540,000 people each year get access to good, healthy food. That's 12 percent of our region's mothers, fathers, sons, daughters, sisters, brothers, and grandparents. To learn more, visit: capitalareafoodbank.org, or find the Capital Area Food Bank on Facebook at facebook.com/CapitalAreaFoodBank, and Twitter at [@foodbankmetrodc](https://twitter.com/foodbankmetrodc).

About *Hunger Is*

Hunger Is, a joint charitable program of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Funds raised through *Hunger Is* directly benefit programs focused on combating childhood hunger and improving health-related outcomes. For more information, visit www.HungerIs.org.

About the Albertsons Companies Foundation

Founded in 2001, The Albertsons Companies Foundation, formerly The Safeway Foundation, supports causes that impact our customers' lives. Albertsons Companies stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through the generous contributions by our customers, our employees' passion and partnerships with our vendors. We focus on giving locally in the areas of health and human services, hunger relief, education and helping people with disabilities. Albertsons Companies and the Albertsons Companies Foundation have invested \$1 billion in our neighborhoods since 2001. For more information about the Albertsons Companies Foundation, visit www.safewayfoundation.org.

About the Entertainment Industry Foundation

Founded in 1942, the Entertainment Industry Foundation (EIF) is a multifaceted organization that occupies a unique place in the world of philanthropy. By mobilizing and leveraging the powerful voice and creative talents of the entertainment industry, as well as cultivating the support of organizations (public and private) and philanthropists committed to social responsibility, EIF builds awareness and raises funds, developing and enhancing programs on the local, national and global level that facilitate positive social change. For more information, visit www.eifoundation.org.

MEDIA CONTACTS

- Albertsons Companies: Teena Massingill, 925-226-5820, Teena.Massingill@Albertsons.com
- Entertainment Industry Foundation: Jane E. Rubinstein, 646-386-7969, jrubinstein@eifoundation.org
- Capital Area Food Bank: Kirsten Bourne, 202-644-9861, kbourne@capitalareafoodbank.org