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## Coachella Valley Rallies to Generate More Than \$17,000 for FIND Food Bank

*Local residents joined in Walmart's Fight Hunger. Spark Change. Campaign, generated more than 100 million meals nationwide*

**INDIO, Calif.**, (September 2, 2015) — As Feeding America kicks off Hunger Action Month, Walmart is excited to announce that Indio residents generated a total of \$17, 414, for FIND Food Bank to support those facing hunger in the Coachella Valley. 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 member 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 organization 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 benefitting member food banks.

Hunger is a nationwide problem with local implications in every County 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 eastern Riverside County, an average of 90,000 people seeks food assistance each month. FIND will host a variety of fundraising events and campaigns all throughout the month of September in theme with Hunger Action Month, encouraging residents to give back to the community.

"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. "With 49 million Americans struggling with hunger today, we are dedicated to helping family's 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."

"It is exactly this kind of partnership, at all levels of an organization, that exemplifies exactly how a community problem like hunger can find a solution from within to fight and end the quiet, but debilitating, epidemic of hunger. Walmart customers, associates, leadership, and vendors reinforce how much more we can accomplish by working together — that's the only way we'll ever put an end to hunger in America," said FIND Food Bank CEO Lisa Houston. "We so appreciate Walmart and everyone in our community who steps up to the plate to fight hunger."

The *Fight Hunger. Spark Change.* campaign is just one step toward 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 U.S. 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 FIND Food Bank**

Founded in 1983, FIND Food Bank is the regional food bank serving eastern Riverside County, from Whitewater to Blythe, and from the high desert to the Salton Sea. FIND (Food In Need of Distribution) is dedicated to relieving hunger, the causes of hunger, and problems associated with hunger by building awareness and mobilizing resources and the community to take action to end hunger. Our network of community-based partners distributes 10+ million pounds of food assistance annually to an average 90,000+ people each month across our service area. FIND is a member of Feeding America and the California Association of Food Banks. To learn more about how you can help, please contact FIND Food Bank at 760-775-3663, visit: [FINDFoodBank.org](http://FINDFoodBank.org) or find us on [Facebook](#).

### **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](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).

### **About Philanthropy at Walmart**

By using our strengths to help others, Walmart and the Walmart Foundation create opportunities for people to live better every day. We have stores in 28 countries, employing more than 2.2 million associates and doing business with thousands of suppliers who, in turn, employ millions of people. We are helping people live better by accelerating upward job mobility and economic development for the retail workforce; addressing hunger and making healthier, more sustainably-grown food a reality; and building strong communities where we operate and inspiring our associates to give back. Whether it is helping to lead the fight against hunger in the United States with \$2 billion in cash and in-kind donations or supporting Women's Economic Empowerment through a series of grants totaling \$10 million to the Women in Factories training program in Bangladesh, China, India and Central America, Walmart and the Walmart Foundation are not only working to tackle key social issues, we are also collaborating with others to inspire solutions for long-lasting systemic change. To learn more about Walmart's giving, visit [www.foundation.walmart.com](http://www.foundation.walmart.com).

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