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**Food Bank of Northeast Arkansas, Walmart, Sam’s Club and Feeding America Launch “Fight Hunger.SparkChange.” Campaign to Combat Hunger in Northeast Arkansas**

**Jonesboro, April 23, 2019:** One in eight Americans in communities across the U.S. struggle with hunger, according to the U.S. Department of Agriculture, including 63,600 food insecure individuals right here in Northeast Arkansas. To raise awareness and combat the issue, Walmart, Sam’s Club, Feeding America, and the Food Bank of Northeast Arkansas are kicking off its sixth annual nationwide “Fight Hunger.Spark Change.” (FHSC) campaign, which will run from April 22 to May 20.

In partnership with the Food Bank of Northeast Arkansas, Walmart and Sam’s Club now invite Northeast Arkansas shoppers to help fight hunger in their local community. There are three ways to participate—purchasing a participating item in-store or online, donating in-store, or donating on Feeding America’s website.

With 749 million meals achieved over the last five years, Northeast Arkansas customers and members can help the Feeding America network secure its 1 billion cumulative meals goal in three ways. They can track the number of meals by visiting [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger).

* For every participating produce purchased at U.S. Walmart stores, Sam’s Clubs or on Walmart.com during the campaign, the supplier will donate the monetary equivalent of at least one meal ($0.10) on behalf of a Feeding America member food bank, up to applicable limits.
* Donate money to your Feeding America food bank at participating Sam’s Club and Walmart stores in the U.S.
* Donate at feedingamerica.org/Walmart

Walmart kickstarted the campaign with a $3 million donation to Feeding America and member food banks including the Food Bank of Northeast Arkansas. A purchase of one of the 267 participating items helps secure the equivalent of one meal. Each Walmart and Sam’s Club will partner with at least one Feeding America local food bank, and the 18 participating suppliers include: Bush Brothers, Campbell’s, Conagra Brands, Cliff Bar, General Mills, Gold Peak Tea, Great Value, Hidden Valley, JM Smucker, Kellogg, Kraft Heinz, McCormick, Motts, PepsiCo, Post, Uncle Ben’s, Nature Nate’s Honey, and Unilever.

“We appreciate Walmart’s ongoing commitment to fighting hunger and are thrilled that Walmart is asking the public to get involved and make a difference in their local communities through the ‘Fight Hunger. Spark Change.’ campaign,” said Christie Jordan, CEO of the Food Bank of Northeast Arkansas. “In partnership with the Feeding America network, this campaign will significantly boost our collective ability to raise awareness about the issue of hunger in America, allowing us to secure more local funds and, ultimately provide food to more people in need in Northeast Arkansas. We hope people take action and join us in fighting hunger by participating in the campaign.”

“As we go into our sixth year of the ‘Fight Hunger.Spark Change.” campaign, it’s exciting to approach the 1 billion mark in terms of charitable meals secured for Feeding America over the life of the program,” said Kathleen McLaughlin, chief sustainability officer for Walmart. “Food insecurity continues to affect communities across the United States. Working with Feeding America, our customers, members, associates, and suppliers, Walmart and Sam’s Club aim to be part of the solution.”

Last year, the Food Bank of Northeast Arkansas benefited from $73,779 from Walmart and Sam’s Club’s commitment to fight hunger.

To learn more about the campaign visit [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger).

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**About Walmart**

Walmart 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, over 275 million customers and members visit our more than 11,300 stores under 58 banners in 27 countries and eCommerce websites. With fiscal year 2019 revenue of $514.4 billion, Walmart employs over 2.2 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>.

**About Feeding America**

Feeding America is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and 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 the Food Bank of Northeast Arkansas**

The Food Bank of Northeast Arkansas provides hunger relief to people in need by raising awareness, securing resources, and distributing food through a network of non-profit agencies and programs. The Food Bank of Northeast Arkansas provides the equivalent of 113,000 meals each week to individuals at risk of hunger in twelve counties. The Food Bank is a member of Feeding America and the Arkansas Hunger Relief Alliance, and because we work in collaboration, we can help provide 4 meals for every $1 donated. For additional information on the Food Bank of Northeast Arkansas, please visit [www.foodbankofnea.org](http://www.foodbankofnea.org). You can also find the Food Bank of Northeast Arkansas on Facebook, Twitter, and Instagram.