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Media Contacts:

Carrie Murphy, Office of Mayor Jean Stothert: (402) 444-3520, Carrie.Murphy@ci.omaha.ne.us
Chris Kircher, ConAgra Foods: (402) 240-5392, chris.kircher@conagrafoods.com
Kara Schweiss, Vic Gutman & Associates: (402) 345-5401, marketing@vgagroup.com

SEVENTH ANNUAL CONAGRA FOODS OUTDOOR ICE SKATING RINK HELPS “SHINE THE LIGHT ON HUNGER”

(OMAHA, Neb.) Nov. 12, 2013 – ConAgra Foods invites the Omaha community to help “Shine the Light on Hunger” for the seventh consecutive year as part of its role as a presenting sponsor for the 2013 Holiday Lights Festival. The company will again open the ConAgra Foods Ice Rink on its campus at 10th and Harney Streets, providing the public with an opportunity to enjoy outdoor ice skating while supporting the effort to fight hunger. Skaters will be able to drop off non-perishable food and household items at the ice skating rink and festivalgoers can do the same at collection barrels that will be placed at other locations throughout the festival event sites.

The ConAgra Foods Ice Rink will be open Friday, December 13, through Sunday, January 5, so families with schoolchildren can enjoy the rink for an extended period during the winter break. The rink will be open from 1 to 10 p.m. Sundays through Thursdays; 1 p.m. to midnight Fridays and Saturdays; and 1 to 5 p.m. on Christmas Eve and New Year’s Eve. The rink will be closed on Christmas Day and New Year’s Day.

A \$5 admission fee includes skate rental, although patrons may bring their own skates. CenturyLink will provide wi-fi service to the site for spectators.

The ConAgra Foods Foundation will match all rink income dollar for dollar up to \$100,000 and donate all proceeds to Food Bank for the Heartland as a component of

the ConAgra Foods Shine the Light on Hunger campaign. Donations of non-perishable food and household goods will also be collected onsite.

Last year, ConAgra Foods and the community collected more than 145,000 pounds of food and raised \$305,000 during the campaign, the equivalent of nearly 1.5 million meals donated to Food Bank for the Heartland. The ConAgra Foods Foundation matched donations to Food Bank for the Heartland dollar-for-dollar up to \$100,000. Not only did the campaign surpass its goal of 1.1 million meals, the total collected was an increase in meals raised over the previous year. The 2013 goal is 1.2 million meals.

As presenting sponsor of the Holiday Lights Festival since it began 14 years ago, ConAgra Foods is pleased to see how this event has not only become a holiday tradition for many families, but also an opportunity for the entire community to help those in need," said Gary Rodkin, chief executive officer of ConAgra Foods. "By participating in various Holiday Lights activities and supporting the 2013 Shine the Light on Hunger campaign, the community can have fun while continuing to make a difference for children and families throughout Nebraska and western Iowa."

The community is invited to enjoy a special Skating Extravaganza at the ice rink featuring skaters from the Blade & Edge Figure Skating Club and the Figure Skating Club of Omaha on Saturday, December 21, and Sunday, December 22, at 3 p.m. Both 30-minute performances are free of charge.

Baker's Supermarkets is encouraging the community to help "Shine the Light on Hunger" by supporting the campaign in each of its Omaha area stores throughout the month of December. Baker's will be collecting donations and selling \$1 paper "light bulbs" posted in each store in recognition of those customers who wish to donate to the campaign. All proceeds will go to Food Bank for the Heartland.

For more information about the ConAgra Foods Ice Rink and other ways you can help "Shine the Light on Hunger," please visit www.shinethelightonhunger.org.

The Holiday Lights Festival is produced by Mayor Jean Stothert and the Downtown Omaha Inc. Foundation, and presented by ConAgra Foods, KMTV Action 3 News and Star 104.5. For more information, visit www.holidaylightsfestival.org.