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

(OMAHA, Neb.) Nov. 5, 2015 – ConAgra Foods invites the Omaha community to help “Shine the Light on Hunger” for the ninth consecutive year as part of its role as a presenting sponsor of the 2015 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 open at 6 p.m., on Friday, December 11, and remain open through Sunday, January 3, so families with schoolchildren can enjoy the rink for an extended period during the winter break. After opening night, 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.

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 64,000 pounds of food and raised over \$515,000 during the campaign, the equivalent of more than 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. The 2014 campaign exceeded its goal of 1.3 million meals and the total collected was also an increase over the previous year. The 2015 goal is 1.4 million meals.

“The ConAgra Foods Ice Rink is a unique, family-friendly holiday tradition that helps create awareness about an issue we’re particularly passionate about – providing meals to families in need during the holiday season,” said Chris Kircher, vice president of Corporate Affairs and president of the ConAgra Foods Foundation. “Participants have a terrific time attending Holiday Lights Festival events, and the community’s continued support of the Shine the Light on Hunger campaign continues to make a real difference in the lives of our children and families throughout Nebraska and western Iowa.”

Spectators are invited to enjoy a special Skating Extravaganza at the ice rink featuring skaters from the Blade & Edge Figure Skating Club on Saturday, December 19, and Sunday, December 20, 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 food 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.

The Shine the Light on Hunger campaign builds on a 20-year commitment by ConAgra Foods and the ConAgra Foods Foundation to improve the quality of life for millions of families by taking action to solve child hunger. Taking a year-round approach to address child hunger with nonprofit partners across the U.S., ConAgra Foods donates food, engages its employees as volunteers and conducts consumer outreach to mobilize the public to support food and meal programs for children and families when they need it most. Since 1993, the ConAgra Foods has contributed more than \$65 million from its Foundation to nonprofit organizations pursuing sustainable solutions to end child hunger, and it has donated more than 370 million pounds of food to Feeding America member food banks across the country.

For more information about the ConAgra Foods Ice Rink and other ways you can help “Shine the Light on Hunger,” visit www.holidaylightsfestival.org and click on the “Shine the Light on Hunger” tab.

The Holiday Lights Festival is produced by Mayor Jean Stothert and the Downtown Omaha Inc. Foundation, and presented by ConAgra Foods, KMTV 3 and Star 104.5 The Christmas Station.

For more information, visit www.holidaylightsfestival.org.