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**CONAGRA BRANDS DEBUTS NEW LOCATION FOR
ICE SKATING RINK**

1.4 Million Meals Goal Set for Shine the Light on Hunger Campaign

(OMAHA, Neb.) Nov. 10, 2016 – Conagra Brands invites the Omaha community to help “Shine the Light on Hunger” for the 10th consecutive year as part of its role as an event sponsor of the 2016 Holiday Lights Festival. The Conagra Brands Ice Rink is moving to a new, temporary location this year on 10th Street between Dodge Street and Capitol Avenue, in anticipation of its plans to move in 2017 to a permanent ice rink in the Capitol District. The Conagra Brands Ice Rink provides 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.

The Conagra Brands Ice Rink will open at 6 p.m. on Friday, Dec. 9, and remain open through Monday, Jan. 2, 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.

Nearby parking for the rink includes the Heartland Park surface lot at 800 Douglas St. with three hours of free parking. The upper level of Park 3, located on Farnam Street between 9th and 10th Streets, is also available for 50 cents per hour, and metered

street parking is available throughout the downtown area. Visit parkomaha.com for additional information.

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

Last year, ConAgra Foods, the predecessor to Conagra Brands, and the community collected more than 144,000 pounds of food and raised over \$445,000 during the campaign, the equivalent of more than 1.4 million meals donated to Food Bank for the Heartland. The ConAgra Foods Foundation matched proceeds collected at the rink dollar for dollar up to \$100,000. The community-wide campaign goal for 2016 is 1.4 million meals, which will have a significant impact on the Food Bank.

“The Shine the Light on Hunger campaign makes a real difference for families throughout Nebraska and western Iowa,” said Chris Kircher, vice president of Corporate Affairs and president of the Conagra Brands Foundation. “As people enjoy Holiday Lights Festival events, they can also help their neighbors for whom consistent access to food is not a given. Shine the Light on Hunger also creates awareness about the issue of hunger and food insecurity in our community.”

Spectators are invited to enjoy a special Skating Extravaganza at the ice rink featuring skaters from the Blade & Edge Figure Skating Club on Saturday, Dec. 17, at 3 p.m. The 30-minute performance is 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 Brands and the Conagra Brands Foundation to improve the quality of life for millions of families by taking action to impact hunger in the USA. Taking a year-round approach to address the issue of hunger with nonprofit partners across the U.S., Conagra Brands donates food, engages its employees as volunteers and conducts consumer outreach to mobilize the public to support food and meal programs for people when they need it most. Since 1993, the company has contributed more than \$65 million from its Foundation to nonprofit organizations pursuing sustainable solutions to impact hunger, and it has donated more than 412 million pounds of food to Feeding America member food banks across the country.

For more information about the Conagra Brands 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 Blue Cross and Blue Shield of Nebraska, KMTV 3 and Star 104.5.

For more information, visit www.holidaylightsfestival.org.