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CONAGRA BRANDS FOUNDATION SETS 1.4 MILLION MEALS GOAL FOR SHINE THE LIGHT ON HUNGER CAMPAIGN

New ice rink opening in permanent location in The Capitol District

(OMAHA, Neb.) Nov. 9, 2017 – For the 11th consecutive year, Conagra Brands and the Conagra Brands Foundation invite the Omaha community to help “Shine the Light on Hunger” this holiday season.

The Shine the Light on Hunger campaign is a rallying call to leaders, businesses and families throughout the local community to support hunger relief programs and provide meals for those who are food insecure. With the support of Omaha’s very generous community, Conagra Brands Foundation set an ambitious goal of raising the equivalent of 1.4 million meals to support the hunger relief efforts lead by Food Bank for the Heartland.

“The Shine the Light on Hunger campaign makes a significant difference for families throughout Nebraska and western Iowa,” said Robert Rizzo, Senior Director, Community Investment for Conagra Brands. “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 helps create awareness about the issue of hunger and food insecurity in our community and provides a meaningful way for everyone to take action.”

The outdoor ice rink, an iconic and integral part of Shine the Light on Hunger, has moved to its new and permanent location at the NRG Energy Ice Rink in The Capitol District at 10th Street and Capitol Avenue. The rink – with a natural water-ice surface – opens November 21 and runs through February 14, providing the public with an opportunity to do good while having fun. Admission with skate rental is \$8 (plus tax), a portion of which will go to Food Bank for the Heartland. Conagra Brands Foundation will match all skate rental donations and additional funds up to \$100,000. Blue Cross and Blue Shield of Nebraska has also pledged \$12,500 to the Food Bank. The ice rink will

be the first event to take place in The Capitol District's central plaza space, which will serve as a year-round modern town square.

Adding to the fun, musical entertainers and other guests will stop by the rink throughout the season – including a skating Santa in December! Thousands of holiday lights will add to the rink's winter wonderland experience, along with seasonal music from Star 104.5. The station will host several radio remotes at the site throughout December and January. For a complete schedule of hours including holiday hours and nearby parking visit holidaylightsfestival.org/ice-rink.

Festivalgoers can also make donations of nonperishable food at collection barrels located at the ice rink and at the various drop off sites around town, including all area Baker's stores. A full list of drop off sites can be found on the Holiday Lights Festival website.

In addition to hosting collection barrels, Baker's Supermarkets is encouraging the community to "Shine the Light on Hunger" by supporting the campaign in each of its Omaha-area stores during an extended campaign. From Nov. 24, 2017 to Feb. 3, 2018, Baker's will sell \$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.

Tackling the issue of hunger is a collective effort and leading organizations in our community are pitching in to raise awareness through a community-wide canned food drive. Participants will host collection barrels and include: Omaha and Bellevue Wells Fargo branches, The Durham Museum, Holland Performing Arts Center, Joslyn Art Museum, Omaha Children's Museum, Orpheum Theater, Omaha Community Playhouse and The Rose Theater. All food collected as part of the Shine the Light on Hunger campaign will be donated to Food Bank for the Heartland.

Last year, the Conagra Brands Foundation and the local community collected more than 78,000 pounds of food and raised over \$463,000 during the Shine the Light on Hunger campaign, the equivalent of more than 1.4 million meals donated to Food Bank for the Heartland. The community-wide campaign goal for 2017 is 1.4 million meals, which will have a significant impact on the Food Bank's distribution to 535 nonprofit organizations in Nebraska and western Iowa such as pantries, schools, emergency shelters and meal providers.

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.

For more information 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 with media sponsors KMTV 3 News Now and STAR 104.5.

About The Capitol District

The Capitol District, at 10th and Capitol Avenue, is Omaha's destination dining and entertainment district. At the center of it all is a technology-smart, modern day town square, the Plaza. The 218-unit high rise Capitol District Apartments, a full-service Marriott hotel with ballroom and meeting services, Class A office space, plenty of adjacent parking and over 20 diverse restaurants, bars and services surround the Plaza – all within walking distance of Omaha's best civic, cultural and entertainment venues and the Riverfront. The Capitol District will connect, invigorate and entertain Omaha. The District will welcome people year-round at all times of day by hosting collaborative events, live music and everyday fun. The ice rink is the first event to take place in the Plaza. Nathan Sawaya's award-winning exhibition "The Art of the Brick" will open in the district on November 17. The touring exhibition is the first art display that focuses exclusively on the use of LEGO® bricks as a medium. For more information, visit www.capitoldistrictomaha.com

About Conagra Brands Foundation

Conagra Brands Foundation believes everyone has a right to healthy and nutritious food knowing that food insecurity exists in every U.S. county. The Foundation partners with exceptional national and local nonprofits with high-impact programs located in the communities where we live and work. By focusing our efforts within five areas: Direct Food Access, Cooking Skills, Nutrition Education, Healthy and Active Lifestyles and Urban Agriculture, we are able to be a leader in the fight against food insecurity in North America.