



## FOR IMMEDIATE RELEASE

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### COMMUNITY MEETS 1.4 MILLION MEALS GOAL FOR CONAGRA BRANDS FOUNDATION SHINE THE LIGHT ON HUNGER CAMPAIGN

*Four Weeks Remain to Break Record for Campaign Benefitting Food Bank*

(OMAHA, Neb.) Jan. 16, 2018 – Conagra Brands today announced that this year's goal of raising 1.4 million meals to support the hunger relief efforts led by Food Bank for the Heartland as part of the 11th annual Shine the Light on Hunger campaign has been met with the help of the very generous greater Omaha community.

"Reaching our goal is going to make a significant difference for families throughout Nebraska and western Iowa," said Robert Rizzo, Senior Director, Community Investment for Conagra Brands. "Shine the Light on Hunger spotlights the incredible impact we can have on our community when so many very generous people and businesses work together to achieve the impressive goal of raising 1.4 million meals – enough resources for the Food Bank to stock the pantries it serves for over a month. We are proud to celebrate and acknowledge this community-wide achievement, but we also know that friends and neighbors in our community struggle to feed their families year-round. With our original goal already met and four weeks remaining in our campaign, there's still time to help and make an even greater impact."

The outdoor ice rink, in its new and permanent location at the NRG Energy Ice Rink in The Capitol District, remains the focal point of the 13-week campaign. Since opening, more than 7,000 skaters have taken to the ice. Through Valentine's Day, a portion of admission fees will continue to 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. For a complete schedule of hours, rink events and nearby parking information, visit [holidaylightsfestival.org](http://holidaylightsfestival.org).

Skaters can also continue to 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 will be hosting a stuff-the-truck event on Saturday, Jan. 27 from 11 a.m. to 2 p.m. at their store off 132nd and Maple. While out shopping for groceries, shoppers are encouraged to pick up some extra items for the Shine the Light on Hunger campaign.

Tackling the issue of hunger is a collective effort and leading organizations in our community have been pitching in to raise awareness through a community-wide food drive. Participants hosting collection barrels 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. Exceeding this number 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.

"Hunger exists in our community every day," said Susan Ogborn, president and CEO of Food Bank for the Heartland. "The Shine the Light on Hunger campaign not only generates much-needed meals for families in need, the campaign also raises awareness of food insecurity across Nebraska and western Iowa. We are so grateful for the generosity of our community. We can't wait to see how far we can blow our original goal out of the water!"

Mayor Jean Stothert will announce the final number of meals raised during the campaign at a March 7 ceremony at the Food Bank's headquarters.

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, including ways to continue supporting the campaign, visit [www.holidaylightsfestival.org](http://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 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.

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