



Media Contact:

Kylie Vonnahme, Vic Gutman & Associates: (402) 345-5401 ext. 117, kvonnahme@vgagroup.com
Onsite Event Contact: (402) 841-2560

**CONAGRA BRANDS FOUNDATION SETS 1.5 MILLION MEALS GOAL
FOR SHINE THE LIGHT ON HUNGER CAMPAIGN**
The Capitol District Ice Rink Opens December 7

(OMAHA, Neb.) Nov. 14, 2018 – For the 12th 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 experiencing food insecurity. With the support of Omaha’s very generous community, Conagra Brands Foundation set an ambitious goal of raising the equivalent of 1.5 million meals to support the hunger relief efforts led 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 issues of hunger and food insecurity in our community and provides a meaningful way for everyone to take action.”

The outdoor ice rink, presented by Energy Center Omaha, is an iconic and integral part of Shine the Light on Hunger, and is located for its second year in The Capitol District at 10th Street and Capitol Avenue. The rink—with a natural water-ice surface—opens Dec. 7, 2018, and runs through Jan. 21, 2019, providing the public with an opportunity to do good while having fun. Admission with skate rental is \$10, 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.

Adding to the fun at the rink throughout the season are musical entertainers, holiday guests including a skating Santa, special events like Throwback Thursdays, a holiday movie series, and an ugly sweater party. Thousands of holiday lights and seasonal

music from STAR 104.5 add to the rink's winter wonderland experience. For more details and 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 at each of its Omaha-area stores. From Nov. 22 to Dec. 31, 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. Furthermore, Baker's Supermarkets has generously pledged \$50,000 to match customer donations made to Shine the Light on Hunger at checkout. All proceeds will go to Food Bank for the Heartland.

Tackling the issue of hunger is a collective effort, and leading organizations in the community are pitching in to raise awareness through a community-wide canned food drive by hosting collection barrels. Participating organizations include The Durham Museum, Holland Performing Arts Center, Joslyn Art Museum, Omaha Children's Museum, Orpheum Theater, Opera Omaha, 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.

An additional way to give during the 2018 Shine the Light on Hunger campaign is through ticket sales for "The Phantom of the Opera." By attending "The Phantom of the Opera" at the Orpheum Theater from Nov. 21 to Dec. 2, patrons can also support Shine the Light on Hunger and make the season brighter for area families. For each ticket purchased using the code SHINE, \$10 will be donated to Food Bank for the Heartland. Order tickets at TicketOmaha.com or by calling (402) 345-0606.

Last year, the Conagra Brands Foundation and the local community collected more than 56,000 pounds of food and raised over \$470,000 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 communitywide campaign goal for 2018 is 1.5 million meals, which will have a significant impact on the Food Bank's distribution to nearly 600 nonprofit organizations in Nebraska and western Iowa including pantries, schools, emergency shelters, and meal providers.

The Shine the Light on Hunger campaign builds on a 21-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 helps raise awareness 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 KETV Channel 7 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 the Plaza, a technology-smart, modern-day town square. 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 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. For more information, visit www.capitoldistrictomaha.com

About Conagra Brands Foundation

Conagra Brands Foundation believes everyone has a right to healthy and nutritious food, while recognizing 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.

About Food Bank for the Heartland (a member of Feeding America)

Food Bank for the Heartland is a private 501(c)(3) nonprofit organization in Omaha, Nebraska, that acts as a central clearinghouse distributing food to nearly 600 network partners across 77 counties in Nebraska and 16 counties in western Iowa. Food Bank for the Heartland distributed approximately 22 million meals in FY 2018 helping thousands of children, families, seniors, veterans and others in need. For more information, visit www.FoodBankHeartland.org.