

For immediate release

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Check Out Hunger at Wegmans begins

Annual fundraiser benefits Foodlink

ROCHESTER – Foodlink and Wegmans Food Markets are teaming up once again for their annual Check Out Hunger campaign, which begins Sunday, Oct. 23 and runs through Nov. 26.

This point-of-sale fundraiser gives Wegmans shoppers the opportunity to add a donation to their grocery bill as they check out. The money raised provides critical funding for Foodlink, the regional food hub and Feeding America food bank that serves more than 200,000 people throughout their 10-county service area in the Rochester and Finger Lakes region.

Shoppers have the option of rounding up their bill, or donating \$2, \$3 or \$5 each time they check out. Last year, \$681,487 was raised to help Foodlink end hunger and build healthier communities through its food banking operations and dozens of food-related programs.

Foodlink has long been a responsible steward of funds, having achieved its eighth consecutive 4-star rating from Charity Navigator this year. The nation's top charity evaluator rates nonprofits based on fiscal transparency and accountability.

"This fundraising campaign provides vital support for our programs and, in turn, our neighbors in need," said Foodlink Executive Director Julia Tedesco. "Wegmans is the ultimate community partner and campaigns such as Check Out Hunger reinforce their commitment to end hunger and our community's willingness to lend a hand leading into the holiday season."

Who: Foodlink & Wegmans Food Markets

What: Check Out Hunger 2016

When: Oct. 23 through Nov. 26

Where: 21 participating Wegmans stores in the Rochester region

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About Foodlink

Foodlink is a regional food hub and the Feeding America food bank serving Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. Our operations target the root causes of hunger by distributing food to a network of human service agencies, serving meals through our commercial kitchen, and offering more than 30 food-related programs. In 2015, Foodlink distributed nearly 19 million pounds of food – including 4.6 million pounds of produce – offered more than 200 nutrition education courses, and created new access points for healthy foods in underserved communities. Our innovative approach directly addresses health disparities related to food insecurity. Learn more about our mission to end hunger and to leverage the power of food to build a healthier community at www.foodlinkny.org.

For more information contact:

Mark Dwyer
Communications Specialist
(585) 413-5056
mdwyer@foodlinkny.org