

FOR IMMEDIATE RELEASE:  
October 29, 2018



## Check Out Hunger underway at Wegmans

*Annual campaign is a vital source of funds for Foodlink*

ROCHESTER – Small tokens of generosity go a long way this time of year for Foodlink, which relies on the annual Check Out Hunger campaign to fund its anti-hunger efforts in the Rochester region.

The fundraiser began Sunday at Wegmans, and continues through Dec. 1. When shoppers go through the checkout line, they have the option of donating \$2, \$3, \$5 – or rounding their grocery bill up to the nearest dollar – to support Foodlink, the regional food bank responsible for serving 10 counties in western New York. Last year, thousands of small donations added up to more than \$630,000 for Foodlink and its anti-hunger programs.

“We can’t stress enough how important this campaign is to our daily operations,” said Heather Newton, Foodlink’s Director of Development and Community Engagement. “Luckily, we live in a generous community, and year after year, Wegmans and their shoppers step up to take care of those who need our help.”

According to Feeding America, nearly 150,000 residents in Foodlink’s 10-county service area – including close to 50,000 children – are considered food insecure, meaning their household lacks reliable access to healthy food. The overall food-insecurity rate is 11.7%, however the problem is more severe in the City of Rochester, where certain neighborhoods have rates between 30% and 40%.

This year’s fundraising campaign aligns with Foodlink’s 40<sup>th</sup> anniversary. On Dec. 19, 1978, Tom Ferraro founded the organization that would later be renamed Foodlink, and the nonprofit has been growing and introducing a multitude of programs to address the root causes of hunger.

**Who:** Foodlink & Wegmans Food Markets

**What:** Check Out Hunger 2018

**When:** Oct. 29 through Dec. 1

**Where:** 21 participating Wegmans stores in the Rochester region

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### **About Foodlink**

Foodlink is a community food resource center and the Feeding America food bank serving Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. For 40 years, we have leveraged the power of food to transform lives, end hunger and build healthier communities. Through good stewardship, innovation and collaboration, Foodlink mobilizes a diverse network of partners and stakeholders to eradicate both the symptoms and root causes of hunger.

Our suite of food access programs provides new access points to nutritious and affordable food in underserved communities. Our team of nutrition educators empowers people at risk of diet-related illness with the skills and knowledge to make healthy choices. Our food banking operations distribute millions of pounds of food to a network of hundreds of human service agencies throughout our service area. The Foodlink Community Kitchen prepares and delivers thousands of meals daily for Rochester children, supports our regional agricultural economy by slicing locally grown apples, and hosts a one-of-a-kind career empowerment program to train individuals with barriers to employment for careers in the regional food industry. Learn more about how we are creating healthy futures for every community we serve at [www.foodlinkny.org](http://www.foodlinkny.org), or follow us on Facebook, Twitter or Instagram at @foodlinkny.

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