

FOR IMMEDIATE RELEASE:
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Walmart, Sam’s Club and Feeding America Launch ‘Fight Hunger. Spark Change.’ Campaign to Combat Hunger

Multiples ways to support Foodlink and get involved now through May 22

ROCHESTER – One in eight Americans in communities across the U.S. struggle with hunger, according to the U.S. Department of Agriculture, including nearly 150,000 people in the Rochester region. To raise awareness and combat the issue, Walmart, Sam’s Club and Feeding America® have launched its sixth annual “Fight Hunger. Spark Change.” (FHSC) campaign, which will run from April 22 to May 20.

In partnership with Foodlink, the regional food bank that serves 10 counties in western New York, Walmart and Sam’s Club are inviting area shoppers to help fight hunger in their local community. There are three ways to participate – purchasing a participating item in-store or online, donating in-store or donating on Feeding America’s website.

With 749 million meals donated over the last five years, the Rochester-area community can help the Feeding America network secure its goal of 1 billion cumulative meals. They can track the number of meals by visiting www.walmart.com/fighthunger.

- For every participating product purchased at U.S. Walmart stores, Sam’s Clubs or on Walmart.com during the campaign, the supplier will donate the monetary equivalent of at least one meal (\$0.10) on behalf of a Feeding America member food bank, up to applicable limits.
- Customers can donate money to a local Feeding America food bank (Foodlink) at participating Sam’s Club and Walmart stores in the U.S.
- Customers also can donate online at feedingamerica.org/Walmart.

Walmart began the campaign with a \$3 million donation to Feeding America and member food banks. A purchase of one of the 267 participating items helps secure the equivalent of one meal. Each Walmart and Sam’s Club will partner with at least one Feeding America local food bank, and the 18 participating

suppliers include: Bush Brothers, Campbell's, Conagra Brands, Cliff Bar, General Mills, Gold Peak Tea, Great Value, Hidden Valley, JM Smucker, Kellogg, Kraft Heinz, McCormick, Motts, PepsiCo, Post, Uncle Ben's, Nature Nate's Honey and Unilever.

"As we go into our sixth year of the 'Fight Hunger. Spark Change.' campaign, it's exciting to approach the 1 billion mark in terms of charitable meals secured for Feeding America over the life of the program," said Kathleen McLaughlin, chief sustainability officer for Walmart. "Food insecurity continues to affect communities across the United States. Working with Feeding America, our customers, members, associates and suppliers, Walmart and Sam's Club aim to be part of the solution."

To learn more about the campaign, visit www.walmart.com/fighthunger.

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About Walmart

Walmart Inc. (NYSE: WMT) helps people around the world save money and live better - anytime and anywhere - in retail stores, online, and through their mobile devices. Each week, over 275 million customers and members visit our more than 11,300 stores under 58 banners in 27 countries and eCommerce websites. With fiscal year 2019 revenue of \$514.4 billion, Walmart employs over 2.2 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://corporate.walmart.com>, on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>.

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, or follow us on Facebook, Twitter or Instagram at @foodlinkny.