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Check Out Hunger begins at Wegmans

Annual fundraiser supports Foodlink and its programs

ROCHESTER – A crucial fundraiser for Foodlink begins this weekend at Wegmans Food Markets, where shoppers have the opportunity to donate and support the regional food bank’s mission of ending hunger and building healthier communities.

Check Out Hunger officially launches Oct. 27 at more than 20 Rochester-area Wegmans locations. The campaign extends through Nov. 30.

“Our food banking operations and many of our food-related programs rely on these donations, and year after year, Wegmans and their shoppers always come through with generous support,” said Foodlink President & CEO Julia Tedesco. “We’re looking forward to another successful campaign as we approach the holiday season and work with our community partners to put food on the table for thousands of families in our region.”

Shoppers can donate \$2, \$3 or \$5 – or round up their grocery bill – when they check out, with 100 percent of the proceeds going to Foodlink. For more than 40 years, Foodlink has served as the food bank for 10 counties in the Finger Lakes region, and has launched innovative programs that address the root causes of hunger in our communities.

Last year, the 25th year of the campaign, Wegmans customers raised \$3,295,214 nationwide, including more than \$680,000 to benefit Foodlink.

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About Foodlink

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

Foodlink's community health programs provide new access points to nutritious and affordable food in underserved communities. We empower individuals and families to make healthy choices through nutrition education initiatives. Our food banking operations distribute millions of pounds of food to a network of nonprofit members. The Foodlink Community Kitchen nourishes thousands of children daily with healthy meals, slices locally grown apples, and prepares people for culinary careers through a one-of-a-kind career empowerment program. Learn more about how we are transforming lives and creating healthy futures for every community we serve at www.foodlinkny.org, or follow us on Facebook, Twitter or Instagram at @foodlinkny.

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