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## **Atlanta Community Food Bank CMO Wins 2019 “Marketer for Good” Award**

**ATLANTA, GA** – [Heather Schlesinger](#), Chief Marketing Officer (CMO) of the [Atlanta Community Food Bank](#), was honored with the American Marketing Association’s (AMA) AMY award for the 2019 “Marketer For Good” at the 62<sup>nd</sup> annual AMA Awards. The award ceremony took place on March 21st at The Fairmont in Atlanta. Schlesinger has been at the forefront of promoting the Southeast’s largest hunger relief organization for the last two years. Her responsibilities range from marketing, communications, and analytics to government affairs, education, and outreach for the Food Bank.

Since joining the Atlanta Community Food Bank, Schlesinger has brought greater awareness to the mission and work of the Food Bank through the launch of an artistic and educational brand advertising campaign, which is a first for the Food Bank, called “[Pass the Peaches](#)”. The campaign, which was designed in collaboration with ASO Advertising, received many accolades while spotlighting how the community can give back to those in need by contributing food, time, money and more to assist those who aren’t far out of reach, but are in real need.

Schlesinger’s creative background as a world-class marketer for legacy brands has served the organization well, through the launch of several “Day of Service” events. Specifically, she designed and spearheaded the first-ever Summer Dish, Lawmakers’ Dish, and Noche Buena Dish events, where leaders across different communities, sectors, and media outlets could come together for a day of service and help make a difference in our community. She also spearheaded the Summer Hunger advertising campaign, drawing positive awareness to the Food Bank’s work in supporting our community’s children during summer recess, a time when many students go hungry without access to their school meal programs.

Schlesinger utilizes her Boston University degree in Mass Communication, as well as her Brenau University Masters in Business Administration to mobilize people, food, and big ideas toward reducing hunger in the metro Atlanta and north Georgia communities. Schlesinger previously worked at other brands including: The Krystal Company, Aaron’s Inc, and BellSouth.

### **About Atlanta Community Food Bank**

The Atlanta Community Food Bank works to end hunger with the food, people and big ideas needed to ensure our neighbors have the nourishment to lead healthy and productive lives. Far too many people in our own community experience hunger every day, including children, seniors and working families.



**ATLANTA  
COMMUNITY  
FOOD BANK**

End hunger. Grow stronger.

Through more than 600 nonprofit partners, we help more than 755,000 people get healthy food every year. Our goal is that, by 2025, all hungry people across metro Atlanta and North Georgia will have access to the nutritious meals they need when they need them. It takes the power of our whole community to make that possible. Join us at [ACFB.org](https://www.acfb.org).

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