



**FOR IMMEDIATE RELEASE**

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**AWESOME INC, 22SQUARED AND ATLANTA COMMUNITY FOOD BANK  
CREATE “THE HUNGER MONSTER”**

*New Animated Campaign Sheds Light on the Impact of Hunger in Kids and Adults*

ATLANTA, GA (June 14, 2019) [The Atlanta Community Food Bank](#) announced today the launch of its animated “*Hunger Monster*” campaign. The goal of the *Hunger Monster* campaign is to increase awareness of hunger as an issue that persists throughout our community in an animated platform that will appeal to - and educate - audiences of all ages, especially children. The campaign was developed through a collaboration with [Awesome Inc](#) and [22squared](#), two Atlanta-based creative agencies who shared a passion for the mission of the Food Bank.

The initial short, two-minute film transforms the abstract concept of hunger into a physical monster, aptly named “Hun Grr”. The monster is capable of shifting shape, zapping energy, and weakening the brain power of children and adults alike. The collaborative team of partners wanted to bring focus to the reality that hunger does not discriminate – consuming people of all ages, races, shapes and sizes. The shadowy, eerie monster can be seen creeping around every corner, waiting to ambush and attack anyone who lacks access to a nutritious meal. By the end of the film, the key to defeating the monster is revealed: plentiful, nutritious food.

Ashley Kohler, Executive Producer of Awesome Inc said, “We were so proud to produce this short for the Atlanta Community Food Bank – we believe deeply in the work that they are doing, and in raising awareness about food insecurity in our home city of Atlanta. Working with the Atlanta Community Food Bank team and our partners at 22squared was amazing, and we are truly thankful for them and to all the talented collaborators who graciously donated their time to this worthwhile cause.”

“We are so thankful for the time, talent and incredible generosity of the Awesome Inc and 22squared teams,” said [Heather Schlesinger](#), Chief Marketing Officer of Atlanta Community Food Bank. “We live in a state where one in eight Georgians (including one in five children) struggle to get enough food to eat -- and now with the *Hunger Monster* animation, we hope to bring people together to assist in our mission of engaging, educating and empowering our community to fight hunger -- and squash the monster.”

Launching now, the *Hunger Monster* campaign will bring immediate awareness to the Food Bank’s Summer Meals program, which provides free meals throughout the summer to children who rely on free and reduced meals during the school year, as well as increasing general awareness of the food insecurity that persists in our communities.

The *Hunger Monster* campaign and creative collaboration will be deployed in TV commercials, social media channels and more throughout metro Atlanta and North Georgia this summer.



The Hunger Monster can be seen on the Food Bank's Youtube channel, here: <http://bit.ly/hungermonster>



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### **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.

Through more than 600 nonprofit partners, we help more than 755,000 people get healthy food every year. Our goal is that 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](http://ACFB.org).

### **About Awesome Inc**

Awesome Inc is a multidisciplinary creative studio specializing in 2D/3D animation, motion design, visual effects and mixed media production. Founded in 2006, Awesome Inc began as a commercial production company, and added a series division in 2011. The studio's commercial & design group produces award-winning promos, show packaging, music videos, spots, and short form content for clients such as Cartoon Network / Adult Swim, Nickelodeon, FX Networks, TBS, Wieden & Kennedy, Coca-Cola, and Home Depot. Awesome Inc is a certified women-owned business based in Atlanta GA, operating from a renovated 1910 hardware building on the burgeoning west side. To view our work, please visit us at [www.awesomeinc.com](http://www.awesomeinc.com).

### **About 22squared**

22squared is one of the nation's top independent advertising agencies. We blend smarts, leadership, and creative talent to give rise to decisive action and positive impact across business and culture. We are privileged to partner with some of the most recognized and iconic brands around, including AdCouncil, Baskin-Robbins, Dunkin' Donuts, Publix Super Markets Inc., Southeast Toyota Distributors, and The Home Depot, among others. We are 350 fiercely independent thinkers and makers, based in Atlanta and Tampa. Visit us at [www.22squared.com](http://www.22squared.com) to learn more.