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## **Atlanta Community Raises \$320,723 for the Atlanta Community Food Bank as Part of Walmart's "Fight Hunger. Spark Change." Campaign**

*With the support of the Atlanta community, the national campaign generated more than \$19.8 million for Feeding America and its national network of food banks*

ATLANTA (July 11, 2017) – Today, Walmart announced that Atlanta residents generated a total of \$320,723 for the Atlanta Community Food Bank to help fight hunger across metro Atlanta and north Georgia. Walmart's "Fight Hunger. Spark Change." campaign encouraged people across the nation to take action against hunger and help families in need through simple acts of support online, in-store purchases and donations. Nationwide, the campaign raised more than \$19.8 million to support Feeding America and its nationwide network of food banks.

Working with [Discover card](#) and five suppliers, [Campbell Soup Company](#), [General Mills](#), [Kellogg Company](#), [The Kraft Heinz Company](#) and [PepsiCo](#) – the "Fight Hunger. Spark Change." campaign called on the public to take action and help fight hunger from April 17 – May 15, 2017 by sharing campaign messages via social media, donating to local Feeding America food banks in-store at the Walmart register or purchasing select products that triggered a donation.

According to the [USDA](#), one in eight Americans, including 13 million children, currently struggle with hunger, and the problem affects every community across the United States. Here in metro Atlanta and north Georgia, 841,930<sup>1</sup> people face hunger.

"We thank all those who took part in the "Fight Hunger. Spark Change." campaign and helped provide meals for individuals who are in need within our own community," said Kyle Waide, president and CEO of the Atlanta Community Food Bank. "We are grateful for the support of this initiative during the summer, when children who receive free and reduced meals at school are out on summer break. We're delighted with this year's campaign results, and the funds we receive will help us meet the meal gap for the 1 in 4 children in Georgia who face hunger each day."

"We take great pride in giving back to local communities to make sure that families have access to healthy, affordable and nutritious food," said Kathleen McLaughlin, president of the Walmart Foundation and chief sustainability officer for Walmart. "Hunger is an issue in every community, but when we all unite, we can make a measurable impact. We're grateful to everyone around the country who joined us in supporting Feeding America and its nationwide network of food banks."

The "Fight Hunger. Spark Change." campaign is part of Walmart's larger commitment to provide meals to those in need, helping ensure every family has access to affordable, nutritious and sustainably-grown food. In October 2014, Walmart announced a commitment to create a more sustainable food system, with a focus on improving the affordability of food by lowering the "true cost" of food for both customers and the environment, increasing access to food, making healthier eating easier, and improving the safety and transparency of the food chain. This commitment includes a goal of providing four billion meals to those in need in the U.S. by 2020.

For more information about how the Atlanta Community Food Bank is fighting hunger across metro Atlanta and north Georgia, visit <http://acfb.org/>.

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<sup>1</sup> Feeding America, "Map the Meal Gap," <http://map.feedingamerica.org/>. (2015)

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### **About the 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, 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](http://ACFB.org).

### **About Feeding America**

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on [Facebook](#) or follow us on [Twitter](#).

### **About Walmart**

Wal-Mart Stores, 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 260 million customers and members visit our 11,695 stores under 59 banners in 28 countries and e-commerce websites in 11 countries. With fiscal year 2017 revenue of \$485.9 billion, Walmart employs approximately 2.3 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>.