

LOS ANGELES REGIONAL



Fighting Hunger. Giving Hope.



ALBERTSONS FOUNDATION AND THE ENTERTAINMENT INDUSTRY FOUNDATION  
TO PARTNER WITH LOS ANGELES REGIONAL FOOD BANK ON IN-STORE  
CAMPAIGN

*Hunger Is Ambassador Viola Davis is leading the “Hungry for More” campaign to continue the fight to eradicate childhood hunger in the U.S.*

LOS ANGELES, CA – September 28, 2017 – The Albertsons Companies Foundation, doing business locally as the Albertsons Foundation, and the Entertainment Industry Foundation (EIF) have come together again to continue the *Hunger Is* “Hungry for More” campaign, which is designed to raise awareness and funds to fight childhood hunger in America. The Los Angeles Regional Food Bank will be a local recipient of funds raised in stores in Los Angeles County.

The *Hunger Is* “Hungry for More” campaign will run through October 15<sup>th</sup> in more than 2,300 Albertsons Companies grocery stores throughout the country, giving shoppers at the opportunity to contribute toward hunger relief efforts in their communities. The print, broadcast, digital and out-of-home PSA campaign, in which Viola Davis addresses the importance of eradicating childhood hunger, will continue to run in the marketplace through the summer and fall.

“I am beyond thrilled to see how our communities joined together last year to support the eradication of childhood hunger in America,” said *Hunger Is* Ambassador Viola Davis. “The *Hunger Is* ‘Hungry for More’ campaign is essential for educating the public on just how severe the issue of childhood hunger is – in every community – throughout the country. A child who has eaten breakfast is able to learn more, live healthier and achieve greater success in life. It’s an honor to continue to stand with the Albertsons Foundation and the Entertainment Industry Foundation to help put an end to this significant problem.”

Locally, *Hunger Is* funding has enabled the Los Angeles Regional Food Bank to pilot the **Children’s Breakfast Program** in 2017. Through this critical program the Food Bank provides breakfast items, such as fresh fruit, oatmeal, pancake mix, granola bars, and dried fruit, to

children facing hunger. In the first eight months of 2017 they distributed 142,918 pounds of breakfast food items, enough for almost 120,000 meals, to 1,470 children at 18 sites.

“This program has been a lifeline for children facing food insecurity,” said Michael Flood, President and CEO of the Food Bank. “Thanks to our partnership with the Albertsons Foundation and EIF, *Hunger Is* funding has enabled us to provide even more nutritious food for kids in need in underserved areas.”

*Hunger Is* grant recipients are selected with the help of the *Hunger Is* Advisory Committee (HIAC), comprised of leaders from the most respected hunger advocacy organizations in the U.S. including Drexel University’s Center for Hunger-Free Communities, Feeding America, Food Research & Action Center, Hunger Free America, Share Our Strength, and WhyHunger. The HIAC provides guidance in defining and addressing needs and makes funding recommendations for approval by the Albertsons Companies Foundation and EIF Board of Directors.

For more information about the issue and ways to get involved in the fight against hunger, visit [LAFoodBank.org](http://LAFoodBank.org) and [HungerIs.org](http://HungerIs.org).

### **About the Los Angeles Regional Food Bank**

For 44 years, the Los Angeles Regional Food Bank has worked to mobilize resources in the community to alleviate hunger. It provides food to more than 300,000 clients on a monthly basis and, in 2016, distributed 67 million pounds of food, the equivalent of 55 million meals. The Food Bank collects food from hundreds of resources, which it distributes through a network of 625 partner agencies throughout Los Angeles County. With the help of more than 30,000 volunteers annually, 97 percent of all revenues go directly to programs.

The Food Bank’s efficiency and effectiveness led to a 4-star rating from Charity Navigator, and *LA Business Journal* named the Food Bank as the “Nonprofit Organization of the Year” among large local organizations in 2013. In November 2016, the Food Bank distributed its 1 billionth meal since its inception in 1973. For more information or to get involved, visit [lafoodbank.org](http://lafoodbank.org). You can also follow the Food Bank on social media @LAFoodBank.

### **About *Hunger Is***

*Hunger Is*, a joint charitable program of the Albertsons Companies Foundation and the Entertainment Industry Foundation (EIF), is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Funds raised through *Hunger Is* directly benefit programs focused on combating childhood hunger and improving health-related outcomes across the United States. For more information, visit [www.HungerIs.org](http://www.HungerIs.org).

### **About the Albertsons Companies Foundation**

Founded in 2001, the Albertsons Companies Foundation, formerly The Safeway Foundation, supports causes that impact customers' lives. Albertsons Companies stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through the generous contributions by our customers, our employees' passion and partnerships with our vendors. We focus on giving locally in the areas of health and human services, hunger relief, education and helping people with disabilities. Albertsons Companies and the Albertsons Companies Foundation have invested \$1 billion in our neighborhoods since 2001. For more information about the Albertsons Companies Foundation, visit [www.albertsonscompaniesfoundation.com](http://www.albertsonscompaniesfoundation.com).

### **About the Entertainment Industry Foundation**

Founded in 1942, the Entertainment Industry Foundation (EIF) is a multifaceted organization that occupies a unique place in the world of philanthropy. By mobilizing and leveraging the powerful voice and creative talents of the entertainment industry, as well as cultivating the support of organizations (public and private) and philanthropists committed to social responsibility, EIF builds awareness and raises funds, developing and enhancing programs on the local, national and global level that facilitate positive social change. For more information, visit [www.eifoundation.org](http://www.eifoundation.org).

### **Media Contacts:**

Los Angeles Regional Food Bank

Courtney Morra

323 234 3030 ext. 196

[cmorra@lafoodbank.org](mailto:cmorra@lafoodbank.org)

### Wolf Kasteler Public Relations

Graehme Morphy

310-205-0618

[GraehmeM@wk-pr.com](mailto:GraehmeM@wk-pr.com)

Marsha Olson

310-205-0618

[MarshaO@wk-pr.com](mailto:MarshaO@wk-pr.com)

### **Hunger Is Social Media:**

Facebook: [www.facebook.com/hungerisorg](http://www.facebook.com/hungerisorg) (Page name: @Hunger Is)

Twitter: [www.twitter.com/hungeris](http://www.twitter.com/hungeris) (Handle: @HungerIs)

Instagram: [www.instagram.com/hunger\\_is](http://www.instagram.com/hunger_is) (Username: @Hunger\_Is)

### **Viola Davis Social Media:**

Facebook: <https://www.facebook.com/viola.davis> (Page name: @Viola Davis)

Twitter: <https://twitter.com/violadavis> (Handle: @ViolaDavis)

Instagram: <https://www.instagram.com/violadavis> (Handle: @violadavis)

**Los Angeles Regional Food Bank Social Media:**

Facebook: <https://www.facebook.com/lafoodbank> (@lafoodbank)

Twitter: <https://twitter.com/LAFoodBank> (@lafoodbank)

Instagram: <https://www.instagram.com/lafoodbank/> (@lafoodbank)

Hashtag: #WeFeedLA

# # #