

Feeding the Gulf Coast, Walmart and Feeding America Launch “Fight Hunger. Spark Change.” Campaign to Combat Hunger along the Gulf Coast

Throughout April, online acts of support, purchases of participating products and donations at Walmart registers can help Feeding America secure at least 200 million meals on behalf of local member food banks.

Theodore, AL – April 5, 2018 – She or he may be a distant relative, or your next door neighbor, but chances are you know one of the estimated one in six people, including one in four children, along the Gulf Coast who struggles with food insecurity at some point during the year. From April 2 through April 30, Gulf Coast residents can make a real difference in the lives of local families.

Walmart, Feeding America and Feeding the Gulf Coast kicked off the fifth annual nationwide “Fight Hunger. Spark Change.” campaign online and in stores. Walmart and Feeding America are doubling their meal goal to help secure at least 200 million meals by increasing supplier participation to 14, and introducing the Walmart Credit Card as a new way for customers to get involved in the campaign. In another first, Walmart is uniting with social networking site Nextdoor to drive conversations in local communities across the nation on ways we can all come together to combat local hunger.

“By working with Walmart, its 14 supplier partners and Synchrony Bank, we have an amazing opportunity to make progress towards fighting hunger in our community,” said Cathy Pope, President & CEO of Feeding the Gulf Coast. “This campaign will help increase awareness about the issue of hunger in America, allowing us to secure more local funds and ultimately provide more food to people in need along the Gulf Coast. We hope people across the entire Gulf Coast will take action and participate in this campaign.”

April 2 through April 30, Walmart is offering four ways for customers to get involved and fight hunger online, in-store and through social sharing to help secure meals for local food banks, including Feeding the Gulf Coast. Visit Walmart.com/fighthunger for further details. Here are the ways customers can participate in the fight against hunger:

- **Purchase Product:** For every participating product purchased at U.S. and Puerto Rico Walmart stores or on Walmart.com from April 2 – April 30, 2018, the supplier will donate the monetary equivalent of one meal (\$0.10) on behalf of a Feeding America member food bank, up to applicable limits. Participating suppliers include General Mills, The Coca-Cola Company, Kellogg, Kraft Heinz, PepsiCo/Frito-Lay/Quaker, Bush Brothers, Clorox Sales Company, Conagra, Motts, Unilever, Maruchan, Pinnacle Foods, Post and JM Smucker.
- **Donate money to your local Feeding America food bank at participating Walmart stores in the U.S. and Puerto Rico.** Donations can be made at the register to Feeding the Gulf Coast in increments of \$1, \$2, \$5 or an amount chosen by the customer.

Donating is also an option at the self-checkout (Scan and Go) register. When customers click “Finish & Pay” on totals over \$10, it will trigger the prompt with details on donating.

- Make an online act of support: For every traceable post of campaign content with #FightHunger on Instagram and for every traceable share or retweet on Facebook and Twitter of campaign content, Walmart will donate \$10.00 to Feeding America. Additionally, for every click on the support button on the program website, Walmart will donate \$1.00 to Feeding America, up to \$1.5 million.
- Use the Walmart Credit Card: Synchrony Bank will donate the monetary equivalent of one meal (\$0.10) for each Walmart Credit Card transaction made at Walmart stores and on Walmart.com during the campaign, up to \$750,000.

The “Fight Hunger. Spark Change.” campaign launches at a critical time. Along the Gulf Coast, food insecurity affects one in six people, including one in four children. Nationally, one in eight Americans (41 million), including one in six children (nearly 13 million) struggle with hunger at some point during the year, according to the USDA.

Food insecurity also affects certain populations more profoundly including children, seniors, minority and Latino communities. For Latino communities, one in five Latinos are food insecure compared to 1 in 10 white, non-Hispanics and 1 in 8 Americans overall. For Latino children, nearly a quarter (24 percent) are food insecure compared to 13 percent for white, non-Hispanic children, according to Feeding America’s Latino Hunger 2017 report.

“In communities big and small across the country, there are families struggling with hunger,” said Kathleen McLaughlin, president of the Walmart Foundation and chief sustainability officer for Walmart. “By working together during this campaign with our suppliers, customers and friends at Feeding America, we can help secure 200 million meals that will help those who need it most.”

Last year, Feeding the Gulf Coast benefited from \$125,000 from Walmart’s campaign to fight hunger. To learn more about the campaign, visit www.walmart.com/fighthunger.

To download and use in its entirety with permission: A short film by Walmart and Nextdoor of the first event in Charlotte, North Carolina:

https://walmartfilms.wistia.com/medias/2immiw8b7s?media_finished

To embed the short film: <https://youtu.be/TRCoNMywKS0>

To download video and photos, visit <https://corporate.walmart.com/newsroom>

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About Feeding the Gulf Coast:

Feeding the Gulf Coast, formerly Bay Area Food Bank, serves a 24-county area spanning south Alabama, south Mississippi and the Panhandle of Florida. In 2017, the food bank distributed over 19 million meals to over 400 church pantries, soup kitchens and other nonprofit organizations throughout its service area. The food bank also operates multiple nutrition

programs, including Summer Feeding, Afterschool Meal, Backpack, Disaster Relief, Community Garden, Mobile Pantry, Produce Drop, Cooking Matters, and SNAP Outreach. Feeding the Gulf Coast is a United Way member agency and a member of Feeding America. For more information, visit www.feedingthegulfcoast.org.

About Walmart:

Walmart 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, nearly 270 million customers and members visit our more than 11,700 stores under 59 banners in 28 countries and eCommerce websites. With fiscal year 2018 revenue of \$500.3 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>.

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