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Feeding America For Immediate Release

Corporate Communications

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**Feeding America Ignites $2 million Campaign to Feed the Children**

**Sparking Partnerships with Whole Foods and Rachel Ray**

CHICAGO, August 13, 2014 – Feeding America has just announced their new social media campaign in effort to decrease the 1 in 5 statistic describing the large number of children going hungry each day throughout America. Included in the $2 million campaign are the partnerships of Whole Foods and Rachel Ray. The campaign is positioned to ignite social change and build awareness through a strategic campaign aimed directly at social interaction between Feeding America, their partnerships and most importantly the people of America.

“As Feeding America, we are fighting hunger everyday but after seeing the growing number of youth not even being given the chance to survive in this world, we decided to specifically lend a helping hand to this large portion of youths in need who are after all America’s future,” explained CEO and President of Feeding America Bob Aiken.

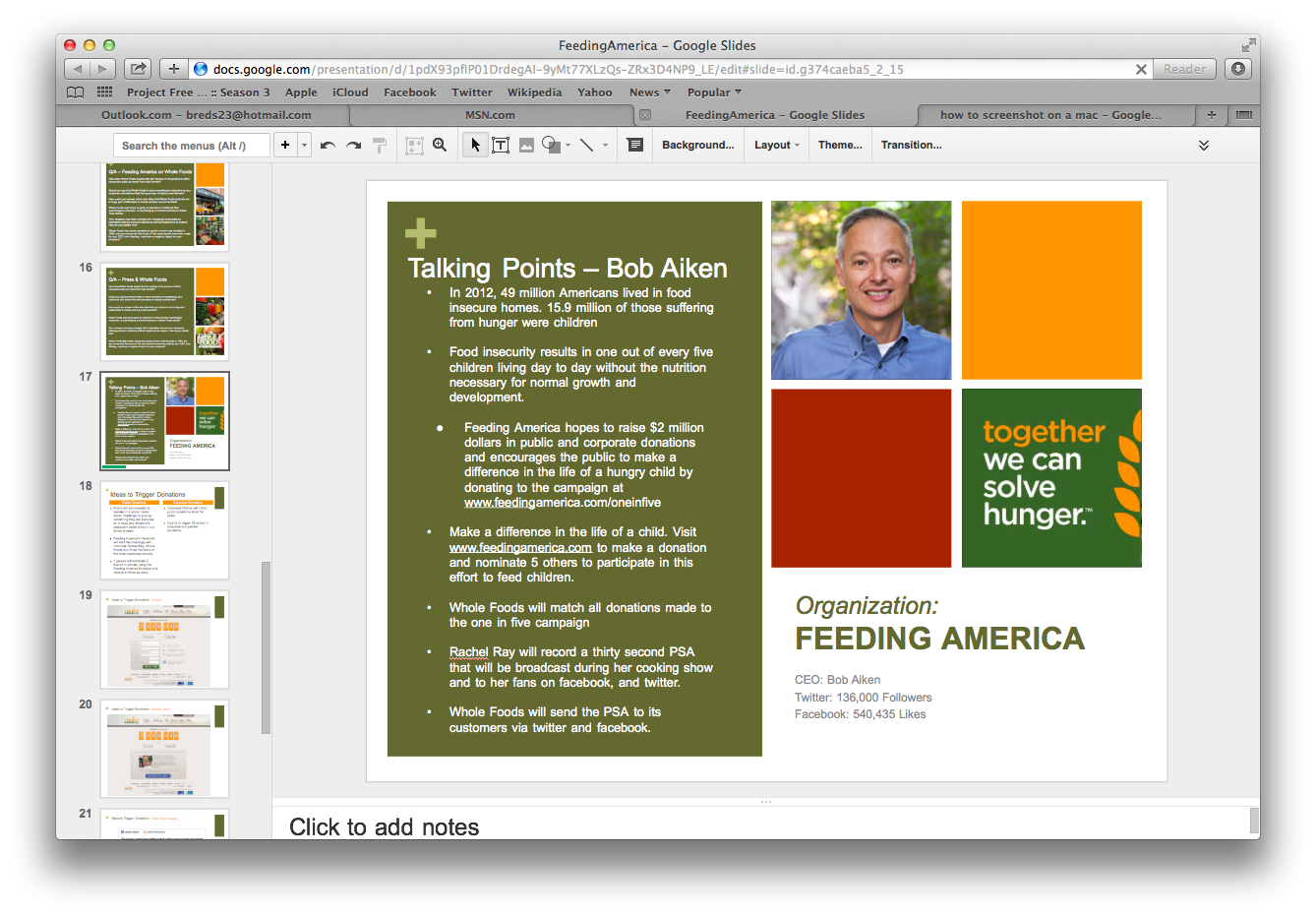
The partnerships of Whole Foods and Rachel Ray will both be pivotal parts in Feeding America’s efforts throughout the campaign, especially with Whole Foods already pledging to match the donations raised by the public. We look at Feeding America and we saw a chance to make America’s future brighter. We are humbled that Feeding America came to us to become their corporate sponsorship,” stated John Mackey, CEO and president of Whole Foods.

After helping shoot a PSA for the campaign Rachel Ray had this to say, “It wasn’t something I felt I had to do but rather something I wanted to do.”

“I have always been open to helping out the less fortunate. I think that is transparent in my work with my pet food and charity organizations that I am already involved with. I really think I am going to be able to make a big impact for Feeding America. I am really looking forward to what this partnership will entail for not only me but for the kids as well,” expressed Rachel Ray

Within the strategic department at Feeding America the likes of Eric Domingo, Rebecca O’Brien, and Deborah Powell have taken the lead on this social campaign in the stance against child hunger throughout America.

To learn more about Feeding America, please visit: <http://feedingamerica.org>



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