



## News Release

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### **Walmart and Sam's Club Fight Hunger. Spark Change. Campaign Returns to Help People Facing Hunger**

*Taking place in stores and online, the 11th annual campaign supports hunger-relief efforts across southeast Missouri*

**Sikeston, MO (April 4, 2024)** – Everyone needs nutritious food to thrive, and in every community in America, people are working hard to provide for themselves and their families. Yet in 2022, 44 million people — 1 in 7 people — faced food insecurity in the U.S.

Those are the highest numbers in a decade, underscoring the need for more charitable food assistance in southeast Missouri and beyond.

Now, for the 11th straight year, all U.S. Walmart stores and Sam's Clubs are launching the Fight Hunger. Spark Change. campaign, with the goal of providing people facing hunger with access to the food and resources they need to thrive. Since its inception in 2014, the campaign has generated more than \$186 million and helped secure nearly 1.9 billion meals\* for the Feeding America® network of local food banks.

"We know many of our neighbors across southeast Missouri are faced with difficult decisions every day due to high food costs," said Joey Keys, Chief Executive Officer of Southeast Missouri Food Bank. "Campaigns like Fight Hunger. Spark Change. and partnerships with Walmart and Sam's Club make it easy for people to help neighbors facing hunger, while raising awareness about food insecurity. Southeast Missouri has some of the highest rates of hunger in the state, so this support is really important to the food bank and our efforts to fight hunger."

The campaign will run in stores and online through April 29, with three ways for shoppers to participate:

- By donating at check-out in stores or clubs or round up at Walmart.com and the Walmart app.
- By purchasing participating products in-store or online at Walmart.com or SamsClub.com. For every purchase of a participating product, the supplier will donate the monetary equivalent of at least one meal (\$0.10) on behalf of a Feeding America partner food bank at Walmart and five meals (\$0.50) at Sam's Club, up to applicable limits. See specially marked packages for full details.

- By donating at Feeding America's Fight Hunger. Spark Change. campaign donation site at either [www.FeedingAmerica.org/Walmart](http://www.FeedingAmerica.org/Walmart) or [www.FeedingAmerica.org/SamsClub](http://www.FeedingAmerica.org/SamsClub)

"Serving communities and expanding access to affordable, healthy food lies at the heart of Walmart and Sam's Club's purpose to help people live better," said Kathleen McLaughlin, Executive Vice President and Chief Sustainability Officer, Walmart and President, Walmart Foundation. "Our annual Fight Hunger. Spark Change. campaign is a way that we invite our customers, members and suppliers to fight hunger alongside us. The funds raised through this campaign go toward local Feeding America food banks, meaning we can all make a difference in our own neighborhoods."

The 20 participating suppliers for Walmart include: Bush Brothers & Company; CELSIUS® Essential Energy Drink; The Coca-Cola Company; Conagra Brands; Dole Packaged Foods; Ferrara; Ferrero; General Mills; Hain Celestial; Hershey Salty Snacks; Hidden Valley Ranch; Kellanova; W.K. Kellogg Company; Keurig Dr Pepper; Kodiak; Kraft Heinz; Monster Energy; Pepsi-Cola Advertising & Marketing, Inc.; Unilever.

The 8 participating suppliers for Sam's Club include: General Mills; W.K. Kellogg Company; Kraft Heinz; Nestlé; Nissin; Nongshim; Palmetto Gourmet Foods, A Borealis Foods Company; Unilever.

Southeast Missouri Food Bank serves about 80,000 individuals each month through its network of partner agencies and direct service programs. Every \$1 donated to the food bank helps provide 4 meals.

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### **About Southeast Missouri Food Bank**

The mission of Southeast Missouri Food Bank is to end hunger and leverage the power of food to build healthy communities. The food bank provides food to 140 charitable and disaster relief programs in Southeast Missouri. These member agencies include food pantries, soup kitchens, domestic violence and homeless shelters. Southeast Missouri Food Bank also holds regular mobile food distributions and provides monthly boxes of food to 5,575 senior citizens and weekend backpacks of food during the school year to 1,200 students in area school districts. The food bank's 16-county coverage area includes Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Madison, Mississippi, New Madrid, Pemiscot, Perry, Reynolds, Ripley, Scott, Ste. Genevieve, Stoddard and Wayne counties. Those interested in helping can do so by making a tax-deductible contribution, donating food, or scheduling a time to volunteer. Visit [semofoodbank.org](http://semofoodbank.org) for more information.

### **About Feeding America**

Feeding America is committed to an America where no one is hungry. We support tens of millions of people who experience food insecurity to get the food and resources they say they need to thrive as part of a nationwide network of food banks, statewide food bank associations, food pantries and meal programs. We also invest in innovative solutions to increase equitable access to nutritious food, advocate for legislation that improves food security and work to address factors that impact food security, such as health, cost of living and employment. We partner with people experiencing food insecurity, policymakers, organizations, and supporters, united with them in a movement to end hunger. Visit [FeedingAmerica.org](http://FeedingAmerica.org) to learn more.

**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, approximately 230 million customers and members visit more than 10,500 stores and clubs under 46 banners in 24 countries and eCommerce websites. With fiscal year 2022 revenue of \$573 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 <https://corporate.walmart.com>, on Facebook at <https://facebook.com/walmart> and on Twitter at <https://twitter.com/walmart>.

**Sam's Club**

Sam's Club®, a division of Walmart Inc. (NYSE: WMT), is a leading membership warehouse club offering superior products, savings, and services to millions of members in nearly 600 U.S. clubs, including Puerto Rico. Now in its 39th year, Sam's Club continues to redefine warehouse shopping with its highly curated assortment of high-quality fresh food and Member's Mark items and market-leading technologies and services like Scan & Go™, Curbside Pickup and home delivery service in select markets. To learn more about Sam's Club, visit the Sam's Club Newsroom, shop at [samsclub.com](https://samsclub.com), and interact with Sam's Club on Twitter, Facebook, Instagram, and Tik Tok.