



News Release
For Immediate Release
Contact: Heather Collier
573-475-7573
hcollier@semofoodbank.org

SMALL ACTS, BIG IMPACT: WALMART AND SAM'S CLUB KICK OFF 13TH ANNUAL 'FIGHT HUNGER. SPARK CHANGE.' CAMPAIGN

*In store or online, Southeast Missouri residents can turn everyday
shopping into local meals for families facing hunger*

SIKESTON, Mo. (April 6, 2026) – For the 13th consecutive year, all U.S. Walmart stores and Sam's Club locations are launching the Fight Hunger. Spark Change. campaign, including right here in Southeast Missouri.

The goal of the annual campaign is to provide people facing hunger with access to the food and resources they say they need to thrive.

The campaign will run in stores and online April 6-May 3, with three ways to participate:

- Donating or rounding up at checkout: Donate at the register in stores or clubs or round up your total on the Walmart app and website.
- By purchasing participating products^{**}: Look for specially marked items in-store or online. Each purchase helps provide meals to our local food bank from participating brands. 1 item = 1 meal* at Walmart; 1 item = 5 meals* at Sam's Club.
- Giving directly: Visit Feeding America's Fight Hunger. Spark Change. campaign donation site at either www.FeedingAmerica.org/Walmart or www.FeedingAmerica.org/SamsClub

Since its inception in 2014, the campaign has generated more than \$227 million and helped secure more than 2 billion meals* for the Feeding America® network of local food banks. In 2025, the campaign raised more than \$35,000 for SEMO Food Bank, helping provide 140,000 meals to neighbors facing hunger across our region.

"Fight Hunger. Spark Change. is a powerful reminder of what's possible when communities come together to support their neighbors," said Joey Keys, CEO of Southeast Missouri Food Bank. "Here in Southeast Missouri, we see some of the highest rates of hunger in our state, but we also see incredible generosity from people who step up to help. We're grateful for the support of Walmart, Sam's Club, and every shopper who helps make our work possible each day."

Everyone needs nutritious food to thrive, and in every community in America, people are working hard to provide for themselves and their families.

In Southeast Missouri, nearly 64,000 individuals are food insecure — including 1 in 6 neighbors, 1 in 4 children, and 1 in 8 seniors. These aren't just numbers: They represent families, older adults on fixed incomes, and children in our own communities who are struggling to get the food they need.

At the same time, hunger is rising across the country. Nearly 48 million people — including more than 14 million children — are experiencing food insecurity in the U.S., the highest levels seen in more than a decade. This issue touches every community, impacting people of all ages and backgrounds.

"The Fight Hunger. Spark Change. campaign is built on the belief that small actions lead to significant impact. By partnering with Feeding America and their network of local food banks, Walmart and Sam's Club are helping to bridge the gap for the millions of people facing food insecurity. Every donation and participating purchase helps secure the food and resources families need to reach their full potential. We are incredibly grateful for the generosity of our customers and members, and for the local food banks and relief agencies working on the front lines to serve our neighbors every single day," said Julie Gehrki, Senior Vice President, Philanthropy, Walmart Inc.

The 25 participating suppliers for Walmart include: Ben's Original™, Bush Brothers & Company, Campbells, Chef Boyardee, Conagra Foods, Dole Packaged Foods, LLC, Frito-Lay North America, Inc., Garden Veggie Straws®, General Mills, Hershey Salty Snacks Company, Hidden Valley, Kellanova, Keurig Dr. Pepper, Kodiak, Kraft Heinz, Materne, Milo's, Mondelez International, OLIPOP, RED BARON, The Coca-Cola Company, WK Kellogg Co, Unilever, Utz Quality Foods, and Welch's® Fruit 'n Yogurt™ Snacks.

The eight participating suppliers for Sam's Club include: General Mills, Hershey Salty Snacks Company, Kellanova, Kodiak, Kraft Heinz, Materne, Unilever, WK Kellogg Co.

For more information, visit: feedingamerica.org/campaigns/fight-hunger-spark-change

**Currently, \$1 helps provide at least 10 meals secured by Feeding America® on behalf of local partner food banks.*

*** 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.*

#

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 5,600 senior citizens and weekend backpacks of food during the school year to 1,100 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 for more information.

About Feeding America

Rooted in the voices of neighbors facing hunger, Feeding America® unites the country ensuring everyone has access to food and a thriving future. We support tens of millions of people as part of a

nationwide network of 250+ food banks, 20+ statewide food bank associations, 10+ regional co-ops and 60,000+ agency partners, food pantries and meal programs.

Powered by leaders and volunteers embedded in local communities, we are one of the nation's most effective food distribution systems driving immediate impact today—and a catalyst for long-term change through advocating for legislation that improves food security and work to address its factors. We partner with people experiencing food insecurity, policymakers, organizations and supporters united with the unwavering commitment to provide nourishing food and work to end hunger at its roots so everyone can live fuller, healthier lives. Visit FeedingAmerica.org to learn more.

About Walmart

Walmart Inc. (NYSE: WMT) is a people-led, tech-powered omnichannel retailer helping people save money and live better — anytime and anywhere — in stores, online, and through their mobile devices. Each week, approximately 270 million customers and members visit more than 10,750 stores and numerous eCommerce websites in 19 countries. With fiscal year 2025 revenue of \$681 billion, Walmart employs approximately 2.1 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 corporate.walmart.com, on Facebook at facebook.com/walmart, on X (formerly known as Twitter) at twitter.com/walmart, and on LinkedIn at linkedin.com/company/walmart.

About Sam's Club

Sam's Club, the \$86 billion division of Walmart Inc. (NYSE: WMT), is a membership club that is pioneering the retail experience, providing exclusive access to value, convenience and modern omnichannel shopping options to millions of members in 600 clubs across the U.S. and Puerto Rico. With over 40 years of innovating in the category, Sam's Club continues to redefine club membership shopping with its curated assortment of quality fresh food and Member's Mark® items, in addition to market leading technologies and services like Scan & Go™, curbside pickup and home delivery. Visit the Sam's Club Newsroom, shop at SamsClub.com or connect with Sam's Club on LinkedIn, X, Facebook, Instagram, TikTok and Pinterest.