

For Immediate Release

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Walmart and Sam's Club Fight Hunger. Spark Change Campaign Returns to the Metrolina Region to Help People Facing Hunger

Taking place in stores and online, the 11th annual campaign supports local hunger relief efforts

(CHARLOTTE, NC) – April 1, 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 the 24 counties (14 in NC and 10 in SC) served by Second Harvest Food Bank of Metrolina 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.

"Walmart and Sam's Club have been true partners in our mission to end hunger," noted Kay Carter, CEO, Second Harvest Food Bank of Metrolina. "We are grateful for Walmart, Sam's Club and their suppliers, members, associates and customers for their generous support over the years, and we know that the 2024 Fight Hunger. Spark Change campaign will be the most successful one yet."

The campaign will run in stores and online from April 1-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 or 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.; Red Bull North America; 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

For more information, visit <https://www.secondharvestmetrolina.org/walmart-fight-hunger-spark-change-2024>

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About Second Harvest Food Bank of Metrolina

As part of Feeding America, Second Harvest Food Bank of Metrolina - serves 24 counties in North and South Carolina. In FY 2022-2023, Second Harvest Food Bank of Metrolina distributed over 78 million pounds of food and household items to over 950 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares. Follow the Food Bank on: [Facebook](#), [Twitter](#), [Instagram](#), [Linkedin](#), and [YouTube](#).

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 to learn more.

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, and interact with Sam's Club on Twitter, Facebook, Instagram, and Tik Tok.