



For Immediate Release

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Smart Chicken Extends Helping Hand in Fight Against Hunger in the Metrolina Region

CHARLOTTE, N.C. (January 31, 2019) – To honor their commitment to ending hunger in the Charlotte Metrolina region, Smart Chicken delivered two loads of much-needed protein (totaling 43,855 pounds) to Second Harvest Food Bank of Metrolina (SHFBM). The donation will immediately be used to help serve children and their families at school-based mobile pantries and high-poverty schools, emergency food pantries and other feeding programs that the Food Bank sponsors. Photos are attached yesterday's donation.

This donation comes to SHFBM through the Feed the Hungry campaign that Smart Chicken sponsors in partnership with another key partner of the Food Bank – Harris Teeter. Their holiday campaign donates one pound of poultry for every 10 pounds of product purchased in November at Harris Teeter stores within SHFBM's service region. Giving back to their communities to support hunger relief is core to Smart Chicken's business model.

"For over ten years, Smart Chicken has partnered with SHFBM to end hunger by providing almost 300,000 pounds of nutritious food to thousands of hard-working adults, children, seniors, and veterans who simply cannot make ends meet and are faced with the harsh realities of hunger," said Kay Carter, CEO, SHFBM. "We are thankful for this donation and others like it, especially because food drives and donations start to decrease after the holidays."

In the 19 county region served by SHFBM, over 527,000 residents are food insecure. The Food Bank provides food to over 700 partner agencies including emergency pantries, soup kitchens, low-income daycares, homeless shelters, senior programs, and veteran's assistance organizations.

For more information please contact Donna Ragan, SHFBM Marketing & Communications Manager at dragan@secondharvest.org.

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About Second Harvest Food Bank of Metrolina

As part of Feeding America, Second Harvest Food Bank of Metrolina serves 19 counties in North and South Carolina. In FY2017-2018, Second Harvest Food Bank of Metrolina distributed over 54 million pounds of food and household items to over 700 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares.

SHFBM on Facebook: <https://www.facebook.com/SHmetrolina/>

SHFBM on Twitter: <https://twitter.com/shmetrolina>

SHFBM on Instagram: <https://www.instagram.com/shmetrolina/>

About Smart Chicken

Smart Chicken is made from 100% all-natural, free-roaming, grain-fed chickens that are raised without animal byproducts, antibiotics, or hormones. The company maintains high standards for how the chickens are humanely raised, transported, and prepared for market.