



News Release

FOR IMMEDIATE RELEASE

Contact:

Donna Ragan, Marketing & Communications
704.805-1724
dragan@secondharvest.org

Walmart and Sam’s Club Continue Their Commitment to Addressing Food Insecurity in the Metrolina Region through the Fight Hunger. Spark Change. Campaign

To Date, the Campaign has Raised over \$730,000 for Second Harvest Food Bank of Metrolina

(Charlotte, April 10, 2023) – Rising food prices, continued supply chain disruptions and the end of pandemic-related federal emergency support programs are affecting the charitable food system as well as millions of people in America, with nearly 34 million people, including more than 9 million children, facing hunger.

For the 10th straight year, all U.S. Walmart stores and Sam’s Clubs are launching the Fight Hunger. Spark Change. Campaign, helping to end food insecurity and provide nourishment to families and individuals across the country. In partnership with Walmart customers, Sam’s Club members, suppliers and associates, the campaign aims to help people who experience food insecurity in the 24 counties (14 in NC and 10 in SC) that Second Harvest Food Bank of Metrolina serves.

As one of our largest annual cause marketing campaigns, Fight Hunger. Spark Change. has generated more than 165 million dollars and helped secure nearly 1.7 billion meals since its inception in 2014, including here in the Metrolina area.

The campaign will run in store, in club and online from April 10 – May 8. There are three easy ways to support neighbors in need:

- For every participating product purchased in store or online at Walmart.com or SamsClub.com, the supplier will donate the monetary equivalent of at least one meal (\$0.10) on behalf of a local food bank at Walmart and five meals (\$0.50) at Sam’s Club, up to applicable limits. See specially marked packages for full details.
- Donate at check-out in stores or clubs or round up at Walmart.com.
- Donate at Feeding America’s Fight Hunger. Spark Change. campaign donation site at either www.FeedingAmerica.org/Walmart or www.FeedingAmerica.org/SamsClub.

“The 24 counties served by the Food Bank have faced a number of challenges over the past 3 years and we have worked hard to serve our neighbors in their time of need. Walmart and Sam’s Club have been a true partner in this effort,” notes Kay Carter, CEO, Second Harvest Food Bank of Metrolina. “We are grateful for Walmart, Sam’s Club and their suppliers, members and customers for their generous support.”

“We are grateful to our associates, customers, members and suppliers who have joined us over the past 10 years to fight hunger in their communities,” said Kathleen McLaughlin, President of the Walmart Foundation. “While we strive to expand access to healthy, affordable food year-round, the annual Fight Hunger. Spark Change. campaign allows us to come together with Feeding America to raise awareness of food insecurity and invite others to join us in our work to end hunger.”

The 18 participating suppliers for Walmart include: BIMBO Bakeries; BodyArmor; Bush Brothers & Company; Campbell Soup Company; The Clorox Company; The Coca-Cola Company; Fairlife, LLC; Frito-Lay North America, Inc.; General Mills; Lovate Health Sciences; Lactalis; Kellogg's, Keurig Dr. Pepper; Kraft Heinz; Monster Energy; Post Consumer Brands; Simply Good Foods; Unilever.

The 16 participating suppliers for Sam's Club include: Blue Triton Brands; BodyArmor; The Clorox Company; The Coca-Cola Company; Frito-Lay North America, Inc.; General Mills; Hint; Kellogg's; Keurig Dr. Pepper; KIND; Kraft Heinz; Member's Mark; Nestle Purina Petcare Company; Nong Shim; Nissin; Vita Coco. To learn more about the campaign, visit <https://www.feedingamerica.org/partners/current-promotions>.

###

About Second Harvest Food Bank of Metrolina

Second Harvest Food Bank of Metrolina serves 24 counties in North and South Carolina. In FY2021-2022 Second Harvest Food Bank of Metrolina distributed over 75 million pounds of food and household items, which included over 41 million pounds of fresh produce, meat and dairy, to 950+ hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares.

About Feeding America

Feeding America® is the largest hunger-relief organization in the United States. Through a network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 partner agencies, food pantries and meal programs, we helped provide 6.6 billion meals to tens of millions of people in need last year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; brings attention to the social and systemic barriers that contribute to food insecurity in our nation; and advocates for legislation that protects people from going hungry. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

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](#)

