



Feeding America Launches “Pack ‘til They’re Back!”

Chicago, Illinois – November 1, 2011 – This November, Feeding America, the nation’s leading domestic hunger relief organization, calls attention to the problem of child hunger in the United States and promotes its Backpack Program, which puts food directly in the hands of children in need. “Pack ‘til They’re Back!” will raise awareness of both child hunger and the Backpack Program throughout November while ensuring that kids at risk of hunger have the food they need over the long Thanksgiving weekend. While the Backpack Program operates every weekend and during school vacations, Thanksgiving is an especially important time for children and families to have enough to eat as families across the nation come together to give thanks.

“The insidious effects of hunger expand well beyond the child who struggles daily for his or her next nutritious meal. Hunger significantly impacts how kids grow and learn,” said Vicki Escarra, President and CEO of Feeding America. “Feeding America encourages everyone to play a role throughout November and beyond in raising awareness around the issue of child hunger and get involved in your community.”

Since 2006, Feeding America’s Backpack Program has grown to include more than 150 Feeding America food banks serving more than 230,000 children each year at nearly 5,000 Backpack sites across the United States. Much of the growth in the program comes thanks to support from Feeding America Mission Partner C&S Wholesale Grocers of Keene, New Hampshire. C&S has invested more than \$1 million in Feeding America to support national efforts to fight child hunger and build capacity for the Backpack Program.

“The issue of hunger in America has long been a primary focus for C&S,” said Gina Goff, C&S Director of Community Involvement. For years, we’ve partnered with well-respected hunger-relief organizations such as Feeding America, food banks and hundreds of community organizations working to end hunger. Through direct food donations and targeted grants, we are helping Feeding America reach the kids who are most at risk.”

“We’re pleased to have support from partners like C&S Wholesale Grocers, who have helped us grow and expand the Backpack Program, including “Pack ‘til They’re Back!”, said Karrie Denniston, Vice President of National Programs at Feeding America. “I’m proud of the work that our food banks do to get nutritious, easy-to-prepare food into the backpacks of children in need to take home on weekends and school vacations.”

As shown by Feeding America’s recent study, Map the Meal Gap, one in six Americans suffer from hunger, including one in five children who live in food insecure households.

-more-



Everyone can help put a stop to child hunger. Here are a few ways to get involved.

- Volunteer and donate at your local food bank. Use our Food Bank Locator to find the Feeding America food bank nearest you: <http://feedingamerica.org/foodbank-results.aspx>
- Watch, “like” and share videos of children and families helped by the Backpack Program by visiting: <http://feedingamerica.org/how-we-fight-hunger/programs-and-services/child-hunger/backpack-program.aspx>
- Start a food drive in your local community that focuses on child-friendly foods in high demand (i.e. peanut butter, fruit cups, canned soup, etc.)
- Donate funds to Feeding America at <http://www.feedingamerica.org>
- Raise awareness of child hunger and the Backpack Program in your local community by reaching out to friends and family through community organizations and social media like Facebook and Twitter

###

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at <facebook.com/FeedingAmerica> or follow our news on Twitter at <twitter.com/FeedingAmerica>.

About C&S Wholesale Grocers

C&S community involvement programs support initiatives to stop hunger and to promote the health and enrichment of communities that are homes to the company's employees and facilities.

C&S Wholesale Grocers of Keene, N.H. is the largest food wholesaler and according to Forbes magazine, the 10th largest privately held company in the United States. The company distributes food to supermarkets, retail stores and military bases across the country.

-more-



Currently, C&S serves about 3,900 stores from more than 50 locations in 10 states. Among our customers are many of America's best known companies, including Stop & Shop, Giant of Carlisle, Giant of Landover, Shaw's, Great Atlantic & Pacific Tea Co. (A&P), Ralphs, Safeway and Target.

Available Images and Videos

Images and videos are available online at FABackPack.org or PackTilTheyreBack.org.

Media Contacts:

[Shannon Traeger](#)

Feeding America
312.641.5717

[Gina Goff](#)

C&S Wholesale Grocers
603-354-7414
ggoff@cswg.com

###