

**From:** Brooke Mueller <Brooke.Mueller@walmart.quorum.us>  
**To:** Lt. Governor's OfficeLtGov@scstatehouse.gov  
**Date:** 4/24/2017 12:28:25 PM  
**Subject:** Walmart launches its "Fight Hunger. Spark Change" Campaign

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Dear Kevin Bryant,

Walmart launched its "Fight Hunger. Spark Change." campaign, a nationwide initiative that encourages the public to join the fight against hunger. Working with **Discover** card and five suppliers, which represent some of the nation's leading food companies - **Campbell Soup Company**, **General Mills**, **Kellogg Company**, **The Kraft Heinz Company** and **PepsiCo** - Walmart is offering three easy ways to take action against hunger and help a local Feeding America food bank through social, online and in-store participation.

- 1. Buy participating products:** 1 item purchased = 1 meal secured on behalf of a local Feeding America Food bank.
- 2. Donate money to the local Feeding America food bank** at any Walmart store.
- 3. Make an online act of support:** This includes using #FightHunger on Twitter and Instagram, sharing and liking campaign posts on Facebook, and using unique Snapchat filters nationwide on April 21. For each online act of support, Walmart will donate \$0.90 to Feeding America - enough to help secure 10 meals on behalf of Feeding America member food banks - up to a maximum donation of \$1.5 million. See [Walmart.com/fighthunger](http://Walmart.com/fighthunger) for further details.

With the **USDA** reporting that 42 million people in America, including more than 13 million children, struggle with hunger, the "Fight Hunger. Spark Change." campaign is part of Walmart's larger commitment to provide meals to those in need, helping ensure every family has access to affordable, nutritious and sustainably-grown food.

As the nation's largest grocer, Walmart is in a unique leadership position to positively impact the issue of hunger in the United States. In October 2014, Walmart announced a commitment to create a more sustainable food system, with a focus on improving the affordability of food by lowering the "true cost" of food for both customers and the environment, increasing access to food, making healthier eating easier, and improving the safety and transparency of the food chain. This commitment includes a goal of providing four billion meals to those struggling with hunger in the U.S. by 2020.

To learn more about the campaign, visit [www.walmart.com/fighthunger](http://www.walmart.com/fighthunger), and to view Walmart's full press release, visit [news.walmart.com/2017/04/17/walmarts-fight-hunger-spark-change-campaign-calls](http://news.walmart.com/2017/04/17/walmarts-fight-hunger-spark-change-campaign-calls).

Thank you,

Brooke

Brooke R. Mueller  
Director Public Affairs & Government Relations  
North Carolina, South Carolina & Virginia  
Cell 202.340.8998  
[brooke.mueller@wal-mart.com](mailto:brooke.mueller@wal-mart.com)  
Wal-Mart Stores, Inc.  
702 SW 8th Street  
Bentonville, AR 72716