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THE GREAT AMERICAN MILK DRIVE MAKES AN IMPACT BY PROVIDING NUTRIENT-RICH MILK TO AMERICA'S FOOD BANKS

***September is Hunger Action Month – an Ideal Time for Communities to Unite
in the Fight Against Hunger and Continue to Make a Difference via
The Great American Milk Drive***

Columbus, OH – From coast to coast, thousands of families in need have benefited from milk donations to [The Great American Milk Drive](#), the first-ever nationwide program to deliver highly desired and nutrient-rich gallons of milk to hungry families who need it.

Since April, Feeding America has partnered with the nation's milk companies and dairy farmers to create The Great American Milk Drive. The initiative makes it easy to donate gallons of milk to those in your community via a simple click of a mouse (www.milklife.com/give) or text message (text "Milk" to 27722). But there's much more work to be done to help deliver milk to the more than 46.5 million Americans served by Feeding America annually.

"Nutrient-rich milk remains one of the most requested and least available items at our food banks. The Great American Milk Drive is helping to change that, delivering thousands of gallons of milk to families who would otherwise go without," said Bob Aiken, CEO of Feeding America. "The more Americans support the program – from California to Maine, the more milk we can deliver to families who need it most."

Findings from Feeding America's newly released Hunger in America Study 2014, the largest study of its kind analyzing the impact of hunger on Americans today, are truly alarming. For the millions of Americans struggling with food insecurity, the study noted that opting for unhealthy foods or even watering down food and drinks are common coping strategies – strategies that directly impact health and nutrition.

"All children need nutritious food and drinks to have the best start in life," said Jennifer Shu, MD, FAAP, Medical Editor of Healthy Children.org, the parenting website of the American Academy of Pediatrics (AAP). "Good nutrition is necessary for health, growth, and learning, and milk provides many of these essential nutrients. The AAP is pleased to help raise awareness about ways all

families can help each other in their communities, including how to help those who may need better access to beneficial food and drinks.”

With eight grams of high-quality protein per serving and three of the top nutrients most likely to be missing in the American diet – calcium, vitamin D and potassium – milk is an affordable, efficient way for America’s feeding programs to get nutrients into the hands of people who need it.

Hunger Action Month

Feeding America’s Hunger Action Month is a nationwide effort to build awareness and help end hunger in America.

The Great American Milk Drive is already delivering much-needed gallons milk to thousands of Americans across the country, and in honor of Hunger Action Month, will deliver an added 5,000 gallons to food banks in the state that generates the most donations in September. You can help get milk to families in need in your community:

- **Online:** Donate milk to families in need for as little as \$5.00 at www.milklife.com/give or via text message (text “Milk” to 27722). By entering your zip code, you can ensure that the milk is delivered to a local Feeding America food bank in your community.
- **In-store:** Retailers, including more than 2,000 Kroger Stores, will feature The Great American Milk Drive at the check-out counter.
- **Social:** As an official effort of Feeding America, the color of Hunger Action Month is “Feeding America orange.” Turn your social media profile orange and share a picture of your orange style with @FeedingAmerica using the hashtag #HungerAction. Check out the milk social channels, www.facebook.com/milk and @MilkLife on Twitter, for additional information and Great American Milk Drive success stories.
- **Local donation events:** Support your local milk brand and find opportunities to donate to the cause at more than 15 events coast-to-coast.

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About Feeding America

Feeding America is a nationwide network of more than 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46.5 million people through 61,000 food pantries, soup kitchens, and shelters in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit <http://www.feedingamerica.org/>. Find us on Facebook at www.facebook.com/FeedingAmerica or follow us on Twitter at www.twitter.com/FeedingAmerica.

About MilkPEP

The Milk Processor Education Program (MilkPEP), Washington, D.C., is funded by the nation's milk companies, who are committed to increasing fluid milk consumption. The MilkPEP Board runs the Milk Life campaign, a multi-faceted campaign designed to educate consumers about the powerful nutritional benefits of milk – with 9 essential nutrients, including high-quality protein, in each 8 ounce glass. For more information, go to www.MilkLife.com. Lowe Campbell Ewald is creative agency for the Milk Life campaign – from America's milk companies.

About National Dairy Council

National Dairy Council® (NDC), the non-profit organization founded by dairy farmers, is committed to nutrition education and research-based communications. NDC provides science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier nation, including health professionals, educators, school nutrition directors, academia, industry, consumers and media. Established in 1915, NDC comprises a staff of registered dietitians and nutrition research and communications experts across the country. NDC is committed to promoting child health and wellness through programs such as Fuel Up to Play 60. Developed by NDC and the National Football League (NFL), Fuel Up to Play 60 encourages youth to consume nutrient-rich foods and achieve at least 60 minutes of physical activity every day. For more information, visit www.NationalDairyCouncil.org.