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**FOR IMMEDIATE RELEASE**



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## **Channel One Regional Food Bank Receives \$115,000 Donation from Hy-Vee**

*Donation is part of Hy-Vee's goal to raise 100 million meals to fight hunger across the Midwest*

ROCHESTER, Minn.—[Channel One Regional Food Bank](#) is announcing a \$115,000 donation from [Hy-Vee](#) as part of its 100 Million Meals Challenge. Launched in March, the campaign is now at the halfway point, and Hy-Vee has distributed the first phase of donations to 18 Feeding America member food banks across the Midwest. In a 14-county region in southeast Minnesota and western Wisconsin, Channel One Regional Food Bank supports 152 partner agencies including food pantries and mobile sites.

“We are so grateful to Hy-Vee and its customers for their gift today, and for their commitment to fighting hunger in the communities we support,” said Virginia Witherspoon Merritt, Channel One Regional Food Bank executive director. “With these funds, we will be able to use our purchasing power to help support more than 26,772 monthly household visits in our community’s food shelves. These donations at the register may be small, but they really make a difference to people who are struggling.”

Hy-Vee launched the 100 Million Meals challenge to bring together Feeding America member food banks, manufacturers and suppliers, as well as Hy-Vee customers to help feed people across the Midwest who are food insecure.

Hy-Vee customers can help by participating in the register round up across all Hy-Vee, Dollar Fresh Market and Hy-Vee Fast & Fresh locations. Purchases can be rounded up to the nearest dollar during checkout to donate to the Challenge. All funds collected at stores will go directly to partner food banks serving their local community. Customers can also donate online by going to [feedingamerica.org/hy-vee](https://feedingamerica.org/hy-vee).

In addition to customer donations, Hy-Vee is working with national food manufacturers and suppliers to benefit the 18 Feeding America partner food banks that operate in its eight-state region. For every \$1 donated, Feeding America can help provide at least 10 meals\* on behalf of local member food banks.

*\*\$1 helps provide at least 10 meals secured by Feeding America on behalf of local member food banks. Pounds of food donated through in-store donations defines a meal as 1.2 pounds by the USDA. From March 1 – Dec. 31, 2023, Hy-Vee guarantees a minimum donation of \$250,000 through fundraising activities associated with its 100 Million Meals Challenge campaign to support the Feeding America network.*

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### **About Channel One Regional Food Bank**

Channel One Regional Food Bank, a member of Feeding America, strengthens food access and builds healthy communities. Channel One operates food programs to serve local and area needs such as: a food bank, a food shelf, mobile pantries, Childhood Hunger Programs, Kitchen Coalition and the Commodity Supplemental Food Program (CSFP). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of over 160 nonprofit programs that provide food for children, adults, and families in need. Channel One serves 14 counties across southeastern Minnesota and western Wisconsin. For more information, call 507.287.2350 or visit [helpingfeedpeople.org](http://helpingfeedpeople.org).

### **About Hy-Vee**

**Hy-Vee, Inc.** is an employee-owned corporation operating more than 285 retail stores across eight Midwestern states with sales of more than \$13 billion annually. The supermarket chain is synonymous with quality, variety, convenience, healthy lifestyles, culinary expertise, and superior customer service. Hy-Vee ranks in the Top 5 Most Trusted Brands and has been named one of America's Top 3 favorite grocery stores. The company's more than 80,000 employees provide "A Helpful Smile in Every Aisle" to customers every day. For additional information, visit [hy-vee.com](http://hy-vee.com).