



**FOR RELEASE:** February 19, 2013

**Contact:** Gina Styer, Communications Manager  
(414) 831-6334, direct  
(414) 856-6638, cell

---

## **Feeding America Eastern Wisconsin Unveils New Mobile Food Pantry Truck with Kraft Foods & Pick 'n Save**

### **Food Distribution to the Hungry Begins at Noon at City on a Hill**

- WHAT:** Mobile Pantry Food Distribution
- WHO:** Feeding America Eastern Wisconsin, City on a Hill, Kraft Foods and Pick 'n Save
- WHEN:** Tuesday, February 19, 2013  
**Noon – while supplies last**
- WHERE:** City on a Hill parking lot  
23<sup>rd</sup> & State Street, Milwaukee WI
- WHY:** 330,000 people rely on Feeding America Eastern Wisconsin for food, 105,000 of whom are children

**Milwaukee, Wis.** - Feeding America Eastern Wisconsin will unveil its new mobile pantry truck from Kraft Foods in partnership with Pick 'n Save on Tuesday, February 19 with a public food distribution at City on Hill (parking lot at 23<sup>rd</sup> and State Street). The mobile pantry truck will allow Feeding America Eastern Wisconsin to directly distribute food to the hungry in areas of high need and underserved areas of the state. Food to be distributed Tuesday includes: chicken, cereal, pasta, cheese, juice, stuffing, soup and canned goods.

Together, Feeding America Eastern Wisconsin, Kraft Foods, Pick 'n Save and City on a Hill hope to serve 500 families in need. "We're very grateful to be a recipient of this mobile pantry truck from Kraft Foods," said Bonnie Bellehumeur, president of Feeding America, "This will allow us to reach more people struggling with hunger in Wisconsin."

Feeding America Eastern Wisconsin works with nearly 1,000 hunger relief programs across eastern Wisconsin. With the help of partners like Kraft Foods and Pick 'n Save, Feeding America is able to provide over 18 million pounds of food annually to 330,000 people struggling with hunger.

###

#### **About Feeding America Eastern Wisconsin**

*330,000 people in eastern Wisconsin rely on food supplied by Feeding America Eastern Wisconsin each year. The food bank is the largest, private, nonprofit distributor of food in the state. Feeding America Eastern Wisconsin distributes more than 18 million pounds of food annually to 1,000 food pantries, meal programs and shelters throughout eastern Wisconsin. Feeding America Eastern Wisconsin is a member of Feeding America, which is consistently ranked as one of the most efficient charities, out of the country's 100 largest charities, by Forbes magazine. Since 1982, Feeding America Eastern Wisconsin has distributed nearly 300 million pounds of food. To learn more about hunger in Wisconsin, visit [www.feedingamericawi.org](http://www.feedingamericawi.org).*