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“Let’s Kick Hunger Day” Radiothon Surpasses \$1.7 Million in Total Donations for Local Hunger Relief

MINNEAPOLIS (January 27, 2017)—The eighth annual “Let’s Kick Hunger Day” radiothon – presented by WCCO Radio and Taste of the NFL – raised more than \$266,915 for local hunger relief, pushing the eight year event total to more than \$1.7 million and donations are still coming in.

One in 10 Minnesotans doesn’t know where their next meal is coming from, so every year, WCCO Radio hosts live from the Mall of America Rotunda a 12-hour radiothon. The event generates awareness of hunger in our community and raises funds for Second Harvest Heartland – one of the nation’s largest, most efficient and most innovative hunger relief organizations.

“Once again, the ‘Let’s Kick Hunger Day’ radiothon is proof that when we come together as a community, we can make a transformative difference for our hungry neighbors,” said Rob Zeaske, CEO of Second Harvest Heartland. “We are incredibly grateful to WCCO Radio, Taste of the NFL, our event sponsors, and each and every ‘Let’s Kick Hunger Day’ donor for their commitment and dedication to helping to end hunger in our community.”

“It is remarkable to witness the generosity and support of our listeners, who have helped make the ‘Let’s Kick Hunger Day’ radiothon a success for the past eight years,” said Shannon Knoepke, SVP, Market Manager & Director of Sales with CBS Radio Minneapolis. “And it’s a real honor for all of us at WCCO Radio to be a part of such a meaningful and important effort.”

Presenting sponsors for this year’s “Let’s Kick Hunger Day” radiothon included AgStar Financial Services, General Mills, and Land O’ Lakes.

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About Second Harvest Heartland

Second Harvest Heartland is one of the nation’s largest, most efficient and most innovative hunger relief organizations. Second Harvest Heartland provides an average of 75 percent of all food distributed by its food shelf partners, and in 2016, provided more than 80 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland leads through innovation, finding efficient, effective solutions to connect the full resources of our community with our hungry neighbors. For more information, visit 2harvest.org or call 651.484.5117.

About WCCO Radio

WCCO Radio has a storied history of community service in the state of Minnesota and since its inception is a respected and important part of the fabric of life in Minnesota. WCCO Radio is dedicated to helping our hometown community by assisting



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in the fight against hunger. Through community partnerships and our listener's generosity WCCO Radio has been able to raise millions of dollars to help aid in the fight against hunger. For more information, visit www.wcco.com.

About Taste of the NFL

The Taste of the NFL (TNFL) is a 501c3 that exists to raise awareness and dollars for hunger relief organizations involved in tackling hunger in America. The Minneapolis-based organization conducts national and local fundraising events throughout the year to raise money to combat hunger issues facing millions of Americans. For more information, visit www.TasteoftheNFL.com.

About AgStar Financial Services

AgStar Financial Services, ACA, headquartered in Mankato, Minn., employs more than 600 full-time team members. The company is part of the national Farm Credit System and has a public mission to serve 69 counties in Minnesota and northwest Wisconsin. AgStar's industry specialization, client segments and market delivery systems result in diversification nationwide. The company has expertise in the corn, soybean, swine, dairy and bio-energy industries. AgStar has developed successful programs in loans, leases, crop insurance, consulting and rural home mortgages. As a value-added financial services cooperative, AgStar allocates patronage dividends to its 14,000 stockholders. The company is also committed to giving back to rural residents, organizations and communities through AgStar's Fund for Rural America. Visit www.AgStar.com for more information.

About General Mills

[General Mills](http://www.GeneralMills.com) is a leading global food company that serves the world by making food people love. Its brands include *Cheerios*, *Annie's*, *Yoplait*, *Nature Valley*, *Fiber One*, *Haagen-Dazs*, *Betty Crocker*, *Pillsbury*, *Old El Paso*, *Wanchai Ferry*, *Yoki* and more. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2016 worldwide sales of US \$17.6 billion, including the company's US \$1.0 billion proportionate share of joint-venture net sales.

About Land O'Lakes, Inc.

Land O'Lakes, Inc., one of America's premier agribusiness and food companies, is a member-owned cooperative with industry-leading operations that span the spectrum from agricultural production to consumer foods. With 2015 annual sales of \$13 billion, Land O'Lakes is one of the nation's largest cooperatives, ranking 215 on the Fortune 500. Building on a legacy of more than 95 years of operation, Land O'Lakes today operates some of the most respected brands in agribusiness and food production including LAND O LAKES® Dairy Foods, Purina Animal Nutrition, WinField United and Land O'Lakes SUSTAIN®. The company does business in all 50 states and more than 60 countries. Land O'Lakes, Inc. corporate headquarters are located in Arden Hills, Minn



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