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Second Harvest Heartland Recognizes Six Minnesota Organizations as 2017 Hunger Heroes

Hunger Hero Awards recognize partners for their outstanding commitment to ending hunger

SAINT PAUL, Minn. (March 20, 2017)—Second Harvest Heartland today announced the six Hunger Hero Award recipients for its eighth annual year of recognizing and honoring organizational partners that make a compassionate and transformational impact on ending hunger in our community.

On any given day, one in 10 Minnesotans does not know where their next meal is coming from. Second Harvest Heartland – together with its more than 1,400 organizational partners – believes no one should go hungry. The six award-winning organizations each represent a critical component to Second Harvest Heartland’s mission of ending hunger through community partnerships: financial, innovation, retail food rescue, volunteering, awareness and food distribution.

“We’re honored to have a strong base of community support to help us ensure that none of our neighbors have to worry about where their next meal is coming from,” said Rob Zeaske, CEO of Second Harvest Heartland. “We can’t do the work we do without phenomenal and extremely generous partners like our 2017 Hunger Hero Award winners.”

The 2017 Hunger Hero Award winners will be recognized during a March 30 ceremony at Second Harvest Heartland’s Golden Valley facility. They are:



FINANCIAL – Bank of America

Through workplace giving, the “Give a Meal” campaign and the Neighborhood Builders program, Bank of America had the largest growth – 275 percent – in financial donations to Second Harvest Heartland in 2016. Bank of America is committed to supporting Second Harvest Heartland’s work around hunger and health, as it explores another outlet for reaching hungry neighbors.



INNOVATION – CentraCare Health St. Cloud

Minnesota is at the forefront of health care innovation, and CentraCare Health is a prime example of a leading health system that is willing to experiment with new approaches that address both hunger and health care needs. The CentraCare Family Health Center partnered with Second Harvest Heartland to pilot a new and innovative program called FOODRx, which tests the health and financial impacts of providing tailored food prescriptions to low-income patients with diabetes.



RETAIL FOOD RESCUE – Coborn’s, Inc.

One of the most remarkable impacts of Coborn’s, Inc. stores joining Second Harvest Heartland’s [Retail Food Rescue program](#) in 2012 has been the increasing availability of fresh fruits and vegetables, quality meats and other nutritious foods for hungry neighbors beyond the Twin Cities metro area. Second Harvest



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Heartland's partnership with Coborn's, Inc. creates an effective and efficient pathway to connect fresh retail donations to partner food shelves in all of the grocer's communities, including St. Cloud. Coborn's, Inc. embodies its company vision to "Be remarkable! Inspire happiness, healthy living and simplicity, one guest at a time." It achieved the greatest increase in Retail Food Rescue donations in the last fiscal year –helping provide more than 1.8 million meals.



VOLUNTEER – General Mills

General Mills has a long-standing history of being a national leader in hunger relief and corporate volunteerism, and this year was no exception. In 2016, General Mills employees volunteered at Second Harvest Heartland's Golden Valley warehouse, the Let's Kick Hunger Day Radiothon and at Bring Your Child to Serve Day – Second Harvest Heartland's Martin Luther King Jr. Day packing event. Collectively, General Mills employees contributed 1,945 volunteer hours, which is an 80 percent increase from the previous year.



AWARENESS – Taste of the NFL

When Minnesota last hosted the Super Bowl in 1992, Wayne Kostroski –Taste of the NFL founder – started the event, which engages National Football League fans each year in the fight to end hunger. In the past 25 years, Taste of the NFL has expanded local annual events such as Taste of the Vikings, the Let's Kick Hunger Day Radiothon and the Kick Hunger Challenge. This past year, these events drove significant awareness of the issue of hunger in our community and helped raise more than \$375,000, providing more than 1 million meals to our hungry neighbors.



FOOD DISTRIBUTION – Walmart DC 7079, Mankato

Walmart DC 7079 Mankato's mission is to create opportunities to live better, and consider it a top priority to make a positive impact in the communities it serves. Staying true to this mission, Walmart DC 7079 Mankato has generously supported Second Harvest Heartland during the past year through providing donations of high quality, fresh food. Walmart DC 7079 Mankato was Second Harvest Heartland's overall largest food donor in 2016, providing enough food to serve more than 4.6 million meals throughout our community.

As one of the nation's largest, most efficient and most innovative hunger relief organizations, Second Harvest Heartland succeeds in large part to its community partnerships. Together, they create a sustainable system that provides food access to more people, helping our hungry neighbors find their next meal so they can thrive at work, in the classroom, and in their communities.

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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.



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About Bank of America Environmental, Social and Governance

At Bank of America, our focus on Environmental, Social and Governance (ESG) factors is critical to fulfilling our purpose of helping make people's financial lives better. Our commitment to growing our business responsibly is embedded in every aspect of our company. It is demonstrated in the inclusive and supportive workplace we create for our employees, the responsible products and services we offer our customers, and the impact we help create around the world in helping local economies thrive. An important part of this work is forming strong partnerships across sectors - including community and environmental advocate groups, as well as non-profits – in order to bring together our collective networks and expertise to achieve greater impact. Learn more at www.bankofamerica.com/about and connect with us on Twitter at @BofA_News.

About CentraCare Health

CentraCare Health is a not-for-profit health care system that provides comprehensive, high-quality care to people throughout Central Minnesota. Our collaborative network includes hospitals in [St. Cloud](#), [Long Prairie](#), [Melrose](#), [Monticello](#), [Paynesville](#) and [Sauk Centre](#), six [nursing homes](#), [senior housing](#) in six communities, 19 [clinics](#), and four [pharmacies](#).

CentraCare also operates numerous specialty services, including the [CentraCare Heart & Vascular Center](#), [Coborn Cancer Center](#) and the [CentraCare Kidney Program](#). CentraCare serves all who seek care with compassion, dignity and respect, while seeking to enhance individual and community health.

About Coborn's, Inc.

St. Cloud, Minn.-based [Coborn's, Inc.](#) is an employee-owned grocery retailer with 8,000 employees and 54 stores across Minnesota, North Dakota, South Dakota, Iowa, Illinois and Wisconsin under the [Coborn's](#), [Cash Wise Foods](#), [Marketplace Foods](#) and [Save-A-Lot](#) banners. Coborn's, Inc. also owns [CobornsDelivers](#), an online grocery ordering and home delivery service; and stand-alone convenience, liquor, video and pharmacy locations. To support its 120 retail locations, Coborn's, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center. In 2010, Coborn's, Inc. was recognized as 'Family Business of the Year for Community Service and Philanthropy' by *Minnesota Business* magazine. In 2011, Coborn's, Inc. was recognized as 'Independent Retailer of the Year' by *Grocery Headquarters* magazine. In 2014, the company's president and CEO, Chris Coborn, was named the Grocer of the Year by the N.D. Grocers Association. Last year, Coborn's, Inc. was recognized as a Star Tribune Top Workplace.

About General Mills

General Mills 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, Häagen-Dazs, Betty Crocker, Pillsbury, Old El Paso, Wanchai Ferry, Yoki and more. Headquartered in Minneapolis, Minnesota, USA, General Mills generated fiscal 2016 consolidated net sales of US \$16.6 billion, as well as another US \$1.0 billion from its proportionate share of joint-venture net sales.

About Taste of the NFL

Taste of the NFL (TNFL) is a 501(c)(3) dedicated to raising awareness and funds for hunger relief organizations in the 32 NFL cities and across the country. Proudly celebrating its 26th anniversary at Super Bowl LI, the organization conducts national and local fundraising events throughout the year, culminating in the annual Party with a Purpose on Super Bowl Eve. Since its inception, Taste of the NFL has raised more than \$25 million, which has provided over 200 million meals for Americans. 100% of proceeds raised for directly to supporting food banks in each of the 32 NFL cities.

About Walmart

Wal-Mart Stores, Inc. (NYSE: WMT) helps people around the world save money and live better - anytime and anywhere - in retail stores, online, and through their mobile devices. Each week, over 260 million customers and members visit our 11,695 stores under 59 banners in 28 countries and e-commerce websites in 11 countries. With fiscal year 2017 revenue of \$485.9 billion, Walmart employs approximately 2.3 million associates worldwide. Walmart continues to be a leader in sustainability, corporate philanthropy and employment opportunity. Additional information about Walmart can be found by visiting <http://corporate.walmart.com> on Facebook at <http://facebook.com/walmart> and on Twitter at <http://twitter.com/walmart>.



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