



FOR IMMEDIATE RELEASE:

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30,833 Happy Meals® Donated to Children in Need Across the Triad

(Triad, North Carolina) July 12, 2016 – Second Harvest Food Bank of Northwest North Carolina and McDonald's restaurants in the Triad are collectively distributing more than 30,000 Happy Meals®, with a monetary value of more than \$100,000, to local children this summer.

The two organizations partnered for the *Buy One Share One Happy Meal Campaign*, which took place each Monday during the month of June, in recognition of the food insecurity needs of the local community, which elevate during the summer months. For every Happy Meal® purchased by caring, local communities during the campaign, a Happy Meal®, in turn, was allocated for distribution to a child in need at one of their 27 summer meal sites sponsored by Second Harvest Food Bank.

Donated Happy Meals® accrued during the course of the *Buy One Share One Happy Meal Campaign* are currently being distributed to children through coordination by Second Harvest Food Bank of Northwest North Carolina, in the following counties: Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes and Yadkin.

These McDonald's Happy Meals allow children in our communities' access to a fresh and well-rounded meal. Each Happy Meal® consists of an entrée choice of Chicken McNuggets®, a Cheeseburger or a Hamburger and a toy. Each meal is also customizable with two side items, including a child size fry, apple slices, other seasonal fruit options (when available), or Yoplait Go-GURT® Low-Fat Strawberry Yogurt and fat-free chocolate milk, low-fat white milk or apple juice.

About Second Harvest of Northwest North Carolina

Second Harvest Food Bank of Northwest NC is the leading hunger-relief organization for an 18-county service area. In partnership with more than 400 local food assistance programs (food pantries, soup kitchens, emergency shelters and special feeding programs for children and seniors); Second Harvest Food Bank works to address immediate needs for food assistance and pursues an end to hunger through outreach, education and advocacy. Collectively, our network is a source of food and hope for nearly 300,000 neighbors in need each year, including 100,000 children. Special

Second Harvest Food Bank programs include initiatives to combat childhood hunger; the Triad Community Kitchen culinary job training program; Nutrition Education Services and others. To learn more, visit www.hungernwnc.org. Find us on Facebook at <https://www.facebook.com/Food.Bank.NWNC> or follow us on Twitter at <https://twitter.com/nwncfoodbank>.

About the Triad McDonald's Co-Op

There are 91 McDonald's restaurants in the Triad, including Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes and Yadkin counties. The restaurants are owned and operated by 25 local entrepreneurs. Owner/operators are native, rooted and invested in the Triad and strive to be good neighbors by locally sourcing food and services, through annual employee and community scholarships, donations and other partnerships. Follow us locally on Twitter @McD_Triad for updates on our business, products and promotions.