



FOR IMMEDIATE RELEASE:

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Feeding Kids this Summer with a Goal of Over 30,000 Happy Meals®

Second Harvest Food Bank of Northwest North Carolina and McDonald's Partner to Provide Meals to Local Children in Need

(Triad, North Carolina) May 25, 2017 – This is the third year that Second Harvest Food Bank of Northwest North Carolina is partnering with local McDonald's restaurants in the Triad, with a goal of providing over 30,000 nutritious summer meals for local children. It sounds like a lot, but it is definitely possible. Last year, strong community support for the effort brought 30,833 Happy Meals® to excited children across the Triad.

With 1 in 4 children living in a household that struggles to provide the nutrition they need to flourish and grow, childhood hunger touches every corner of our community. When school lets out and the cafeterias close, many of these children are at increased risk of going hungry. Ninety-one locally owned and operated McDonald's restaurants are stepping up to help, and they hope community members will join them in making this summer a hunger-free one for local kids.

The *Buy One Share One Happy Meal Campaign* will begin on Monday, June 5th and will take place each Monday during the month of June. For every Happy Meal® purchased, a Happy Meal® will, in turn, be provided to a child in need. Donated Happy Meals® accrued during the course of the *Buy One Share One Happy Meal* campaign will be distributed to children attending summer meals sites sponsored by Second Harvest Food Bank of Northwest NC and through the food bank's on-the-ground program partners working to provide support for children and families in need. Children living in 13 area counties will benefit from *Buy One Share One Happy Meal* campaign: Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes and Yadkin.

“As local restaurant operators, we have a responsibility to help to feed the children that live within our communities who are experiencing food insecurity this summer,” says Triad McDonald's Owner/Operator, Johnny Tart. “We are thankful for the work that Second Harvest Food Bank of Northwest North Carolina is doing in their efforts to provide food for those who need it most.”

The McDonald's Happy Meal® provides children in our communities with 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: 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.



“No child should go hungry – ever,” said Daisy Rodriguez, Director of Childhood Hunger Program for Second Harvest Food Bank of Northwest NC. “When a child goes without adequate, essential nutrition, it can lead to a lifetime of learning and developmental challenges. This summer, with strong community support, Second Harvest Food Bank will do all we can to provide nutritious meals for kids in need through our partner agency network and summer meal programs. The *Buy One Share One Happy Meal* campaign will provide an important boost to these efforts. We are grateful to McDonald’s for their continuing support and commitment to make this summer hunger-free for kids.”

About Second Harvest Food Bank of Northwest NC

Second Harvest Food Bank of Northwest NC, the Feeding America affiliate for an 18-county service area, is the leading organization addressing hunger across our region. With the health and vibrancy of individual lives and our community at stake, we are a resource and partner to more than 450 on-the-ground programs. Together, we are on a mission to provide the healthy food that families need today and to engage our communities in eliminating hunger and its root causes. Collectively, our network serves as an essential source of nutrition for 300,000 people each year, including 100,000 children. Second Harvest Food Bank programs include special initiatives that are feeding our community by feeding futures, feeding opportunity, feeding health and feeding change. To learn more, visit www.hungernwnc.org. #feedingcommunity #feedingfutures

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 24 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. They are proud to give a portion of their proceeds from Shamrock Shakes®, fries and Happy Meals® to the Ronald McDonald House® of Winston-Salem (www.rmhws.org). Follow us locally on Twitter @McD_Triad for updates on our business, products and promotions.