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Safeway Stores Kick Off the *Hunger Is* Register Donation Campaign

Leesburg, VA — September 3, 2019 — Loudoun Hunger Relief is excited to partner with Safeway and Safeway Foundation on their *Hunger Is* initiative to eradicate childhood hunger. The *Hunger Is* register donation campaign will raise funds will be used to provide healthy breakfast foods to families with children.

“We’re excited that Safeway and Safeway Foundation are supporting the work we do each day to help local kids start their day with a good, nutritious meal,” said Loudoun Hunger Relief Executive Director, Jennifer Montgomery. “We know that Safeway Foundation sets a high standard for its *Hunger Is* grant recipients because the grants only go to organizations that have the greatest impact on fighting childhood hunger. We’re proud to be part of that group and thank Safeway and their customers for helping us continue to make a difference in the lives of children in Loudoun County.”

Loudoun Hunger Relief has been fighting hunger in Loudoun County since its founding as Loudoun Interfaith Relief in 1991. Childhood hunger has always been a particular focus, and we do all we can to make sure families with children have the healthy food they need.

Hunger Is, a charitable program of Safeway Foundation, is designed to build awareness and raise funds in an effort to eradicate childhood hunger in America. Funds raised through *Hunger Is* focus on adding breakfasts in and out of school through federal nutrition programs and other means to combat childhood hunger and improving other health-related outcomes. Each Safeway location selects a local organization or food bank to receive the donations. Loudoun Hunger Relief will benefit from donations collected by the Safeway stores in Middleburg, Leesburg, Countryside and Sterling Park.

“We know that Loudoun Hunger Relief is doing great things,” said Tom Lofland, President, Safeway Eastern Division. “It’s our pleasure to support their innovative programs and tireless commitment to the health and futures of our community’s youngest citizens.”

About Loudoun Hunger Relief

Loudoun Hunger Relief, Loudoun’s leader in food assistance has been serving the Loudoun community since 1991. Last year, LHR served 8,000 Loudoun residents. 40% of those served are children and another 13% are senior citizens. LHR truly helps low-income, working families in Loudoun with 68% of those served employed and another 15% actively seeking employment. Residents in need can come twice a month and receive enough food to create three meals for three days for each household member. LHR distributed 1.6 million pounds of food last year. For more information, please visit www.loudounhunger.org or call 703-777-5911.

About Safeway Foundation

Safeway Foundation, part of Albertsons Companies Foundation, supports causes that impact our customers' lives. Our stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through generous contributions by our customers, our employees' passion, and partnerships with our vendors. We focus on giving locally in the areas of health and human services, hunger relief, education, veterans and helping people with disabilities. During 2017, Safeway Foundation in Safeway's Eastern Division invested more than \$1.4 million in our neighborhoods. More information about Safeway Foundation can be found at www.safewayfoundation.org.