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News Release

HELP NEEDED FOR HUNGRY CHILDREN

Food Bank and Former Husker Establish Backpack Program in Sidney, Seek Community Support

OMAHA, NE, Sept. 29, 2011 – Thousands of children in Nebraska and western Iowa leave school on Friday afternoons knowing there is nothing to eat at home during the weekend. Former Nebraska football player Matt Davison is taking action against childhood hunger in Sidney, Nebraska and is seeking support from others in the community.

Davison's Creating Captains Foundation donated \$12,096 to Food Bank for the Heartland to establish a Backpack program in Sidney. Seventy-two students at-risk for hunger from four elementary schools in Sidney are receiving a bag of food each week throughout the school year. The program began the week of September 19. Creating Captains also made a donation to the Food Bank to launch a Backpack program for schools in Grand Island.

"I am grateful for our partnership with the Kids Plus organization over the past three summers in conducting our football clinics, and feel a strong connection to the Sidney community. When I heard there was a need in the area for the Backpack Program, we wanted to do everything we could to help. This is a great day for kids in this community," said Matt Davison, President of Creating Captains.

The Food Bank's Backpack program helps over 3,800 children in Nebraska and western Iowa who are at-risk for hunger. The Food Bank works with local schools to deliver bags filled with two breakfast meals and two lunch or dinner meals which are discreetly distributed every Friday to students participating in the program so they have something to eat over the weekend. The cost to sponsor one child for an entire school year (42 weeks) is \$168. Each food bag is \$4.

"Child hunger is an alarming issue in communities across Nebraska and western Iowa," said Food Bank for the Heartland President and CEO Susan Ogborn. "We are grateful to Matt Davison and Creating Captains for their generous support of our Backpack program in Sidney."

Results of a new study supported by the ConAgra Foods Foundation, the Howard G. Buffett Foundation and Nielsen show approximately 20 percent, or 480 children, in Cheyenne County are at-risk for hunger. *Map the Meal Gap: Child Food Insecurity 2011* is a study from Feeding America, the nation's largest domestic hunger relief organization, which provides data on a county level. Of the 444,893 children in the 93 counties served by Food Bank for the Heartland, there are 92,270 children struggling with hunger according to study results.

About Creating Captains:

A 501(c)(3) nonprofit organization, Creating Captains is designed to empower student athletes to live a life of character... both on and off the playing field. By engaging youth with positive messages early in their athletic careers, Creating Captains message is built upon a foundation of four core values: Character, Courage, Leadership and Respect. These four pillars support a life of excellence and guide young athletes to be role models for their peers and leaders in their communities. For more information, please visit www.creatingcaptains.org.

About Food Bank for the Heartland (a member of Feeding America):

Food Bank for the Heartland is a private 501(c)(3) nonprofit organization that acts as a central clearinghouse through which the food industry and community may donate surplus food to feed hungry individuals, families and children. Food is distributed to more than 350 member agencies in 77 counties in Nebraska and 16 counties in western Iowa. Annually, Food Bank for the Heartland distributed nine million pounds of product in 2010 helping to feed over 150,000 people in need in the Heartland. For more information, please visit www.FoodBankHeartland.org.

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