



For more information, please contact:
Melissa Hirner - 314-982-9133
melissa.hirner@fleishman.com

Megan Smith of Brownstone PR - 215-410-9878
megan@brownstonepr.com

Vann Bischoff at 312-636-7372 or
Vann.Bischoff@pepsico.com

**The Malcolm Jenkins Foundation, PepsiCo, and Feed the Children
Unite to Defeat Hunger
Groups Help Feed 800 Families at Get Ready Fest: Feeding Philadelphia**

Philadelphia, PA, July 10, 2015 – In the United States, the roots of hunger go deep. In Philadelphia, 27 percent of households live below the poverty level and far too many children go to bed hungry. This is why The Malcolm Jenkins Foundation and PepsiCo partnered with Feed the Children to kick off “Get Ready Fest: Feeding Philadelphia”—an event that provided 800 pre-identified Philadelphia-area families with wellness resources, food, and essentials. The event took place today at Spruance Elementary School (6401 Horrocks St., Philadelphia). “Get Ready Fest: Feeding Philadelphia” sponsors and volunteers offered a number of activities for a day of fun, and distributed food and personal essentials.

The event is one of many that Feed the Children has planned across the country that is part of the organization’s renewed vision to create a world where no child goes to bed hungry. This is just the latest distribution in a series to help kids be kids this year, instead of worrying about where their next meal will come from.

“We believe in a world where no child goes to bed hungry—a world in which kids grow up wide-eyed, curious, playful, eager to learn, strong, joyful, and full of dreams,” said Travis Arnold, Feed the Children Interim CEO/President & COO. “Our friends at PepsiCo and The Malcolm Jenkins Foundation aren’t just providing food and essentials today—they’re providing the skills to be successful and move forward out of poverty. They’re helping kids be kids.”

Because hunger and poverty can’t be tackled alone, a number of partners will offer additional wellness resources, including:

- **Food and Essentials Boxes:** Feed the Children provides approximately 25 pounds of supplemental food that will assist a family of four for up to a week, in addition to a 10-

pound box of essential items. Additional donations are being provided by PepsiCo, Bimbo Bakeries, and Avon.

- **Health and Wellness:** Long-term health and wellness information for families and expectant mothers will be provided on-site. Veteran and senior-specific information will also be available. Dental checkups, medical health screenings, vision screenings (all on-site or vouchers for redemption at local clinics), haircuts, and insurance options will be available as well.
- **Nutrition:** Representatives with Supplemental Nutrition Access Program (SNAP) and Women, Infants, and Children (WIC) will assist in program sign-ups and offer additional program information.
- **Career and Family Services:** Local universities and technical colleges will provide information regarding continuing education, the local housing authority, legal aid, head start/child-care programs, financial-assistance programs, and Work Force.
- **Kids Zone:** Local teams/mascots will host a meet-and-greet and also promote local youth programs, the local library, summer programs for kids, and refreshments.

“PepsiCo is excited to be partnering with Feed the Children in giving back and providing food and essentials to families in the Philadelphia area,” said Mark Morrow, Frito-Lay Sales Zone Director for Philadelphia Zone.

“The Malcolm Jenkins Foundation (TMJF) is proud to team up with Feed the Children again at this important event,” said TMJF Founder and Philadelphia Eagles Free Safety Malcolm Jenkins. “Year-round, The Malcolm Jenkins Foundation works to empower communities and equip young people and their families with the tools they need to succeed. This is our second year partnering up on “Get Ready Fest,” and we value this opportunity to help alleviate hunger and food insecurity in our region.”

About Feed the Children

Feed the Children is one of the world’s leading anti-hunger organizations, dedicated to creating a world where no child goes to bed hungry. Since 1979, Feed the Children has grown into one of the largest United States-based charities, accredited by GuideStar Exchange and the BBB Wise Giving Alliance, with a 3-star rating from Charity Navigator. By banding together with partners, donors, and communities to defeat hunger, Feed the Children distributed over \$344 million in food, essentials, educational supplies, and medicine to over 10 million individuals in the United States and 18 other countries in fiscal year 2013. Visit www.feedthechildren.org for more information.

About The Malcolm Jenkins Foundation

Founded in 2010, The Malcolm Jenkins Foundation (TMJF) is a 501(c)(3) nonprofit organization that works to effectuate positive change in the lives of youth, particularly those in under-served

communities, by providing resources, innovative opportunities, and experiences that will help them succeed in life and become contributing members of the community. The Foundation is committed to youth-development initiatives and programs that emphasize character development, leadership, education, life skills, health, and recreation. For more information visit www.themalcolmjenkinsfoundation.org.

About PepsiCo

PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$66 billion in net revenue in 2014, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker, and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose—our goal to deliver top-tier financial performance while creating sustainable growth and shareholder value. In practice, Performance with Purpose means providing a wide range of foods and beverages from treats to healthy eats; finding innovative ways to minimize our impact on the environment and reduce our operating costs; providing a safe and inclusive workplace for our employees globally; and respecting, supporting, and investing in the local communities where we operate. For more information, visit www.pepsico.com.

###