



# Protecting Our Children

## Help Fight Childhood Hunger In America

(NAPSA)—Every year, more than 13 million children in America are hungry or at risk of hunger, and one out of eight children under the age of 12 goes to bed without enough food. Even in its mildest form, hunger impairs a child's ability to learn. That is why *Parade* magazine has teamed up with Share Our Strength, one of the country's leading anti-hunger organizations, to launch The Great American Bake Sale™ to support the fight against childhood hunger in America.

Individuals, families, school groups, church groups, civic organizations, corporations—anyone and everyone—are encouraged to participate in the Great American Bake Sale™, either by hosting a bake sale or buying bake sale items. The program continues through July 22.

More than 33 million Americans—one in ten households—cannot afford enough food to meet their basic needs and live on the edge of hunger. Though most poor families are working families, employment doesn't necessarily safeguard against hunger and poverty.

"Most people are not aware that every fourth person in a soup line today is a child," says Bill Shore, executive director of Share Our Strength.

That is why it is important to address both immediate and long-term solutions to hunger and poverty. Share Our Strength supports programs that provide emergency food, as well as those that work to help low-income people manage their resources.

"We are committed to calling as much attention as possible to the plight of childhood hunger in



**A bake sale can help fight childhood hunger in America.**

America," says *Parade* Publisher Jack Griffin.

The Great American Bake Sale™ is sponsored by ABC Television, Betty Crocker and Tyson Foods, with additional support from Reynolds Consumer Products.

All money collected goes to Share Our Strength, which will research and make grants to innovative hunger programs across the country with a focus on supporting kids where they most need it, including school feeding programs and summer feeding programs. Seventy-five percent of the net money collected in each state will be granted in that state. Twenty percent will be granted to organizations in high-need areas, like the Mississippi Delta and the Appalachian Mountains. Five percent will go to The Food Research and Action Center (FRAC)—a leading national organization working to improve public policies to eradicate hunger and undernutrition in the United States.

For more information or to register for the Great American Bake Sale™, go to [www.greatamericanbakesale.org](http://www.greatamericanbakesale.org).