

FAMILIES FEEDING AMERICA

Searching For Outstanding Families Who Contribute To Hunger-Relief Efforts

(NAPSA)—According to a major study conducted by America's Second Harvest approximately 23.3 million Americans sought and received emergency hunger-relief in 2001. Even more staggering, about nine million of them were children. Additionally, downturns in the economy and massive lay-offs are contributing to a significant increase in these numbers post September 11.

In response to these findings, America's Second Harvest—the nation's largest organization of emergency food providers—recently launched a national call to action to elevate the nation's level of awareness about the need to support hunger-relief efforts through monetary contributions, food donations and volunteering. In fact, more than 90 percent of America's soup kitchens, food pantries and shelters are staffed mostly by volunteers.

The Dannon Company, a leading U.S. producer of wholesome yogurt products, has joined with America's Second Harvest to recognize Americans who are helping to alleviate the nation's hunger problem through its search for Families Feeding America™.

Through the Families Feeding America program, Dannon will reward families (and their hunger-relief organizations of choice) who have made it their duty to help end hunger in this country. One grand-prize winner's charity will



Most of America's food pantries and soup kitchens are staffed by volunteers.

receive \$10,000 and the winning family will receive \$1,000 in groceries. Four additional winners' charities will each receive \$1,000, with each of the winning families receiving \$1,000 in groceries.

"This year, Dannon is celebrating 60 years of providing wholesome nutrition to Americans," said Thomas Kunz, President and CEO of The Dannon Company. "Through the Families Feeding America program, we're responding to America's Second Harvest's call to action by recognizing those who have committed their time and energy to helping others."

For more information about the "Families Feeding America" program or to obtain an entry form, go to www.dannon.com. To learn more about how you can help make a difference in your community, visit America's Second Harvest at www.secondharvest.org.