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Feeding America Eastern Wisconsin Launches 2021 'Food for the Holidays' Campaign

Wisconsin's largest food bank partners with Pick 'n Save and Metro Market

MILWAUKEE, WI – As part of the effort to end hunger in the state of Wisconsin, Feeding America Eastern Wisconsin has partnered with Pick 'n Save and Metro Market for the 2021 'Food for the Holidays' fundraising campaign.

"Pick 'n Save and Metro Market are proud to partner with Feeding America Eastern Wisconsin on their Food for the Holidays campaign," said James J. Hyland, Roundy's VP Communications & Public Affairs. "Solving the problem of hunger in our communities is best addressed by working together. Supporting Feeding America Eastern Wisconsin's hunger relief programs and services, especially at holiday time, will help improve the quality of life for those facing food insecurity."

Feeding America Eastern Wisconsin will also be featured on multiple local media outlets, during this campaign, including a day-long Fund Drive with WITI - Fox 6 on November 23rd as the official launch. Pick 'n Save and Metro Market will be matching donations made during the Fund Drive up to \$20,000. That means a \$1 donation made that day to Feeding America Eastern Wisconsin will provide eight meals to local neighbors in need.

"We are excited and grateful to work alongside Pick 'n Save and Metro Market on Food for the Holidays," said Patti Habeck, President and CEO of Feeding America Eastern Wisconsin. "We want to put a hot meal on everyone's plate during the holiday season, and work towards ending hunger year-round. Our outstanding partnerships with local media and businesses will help get us one step closer to our ultimate goal."

Visit FeedingAmericaWI.org/Holidays for more information.

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Feeding America Eastern Wisconsin is the largest hunger-relief organization in the state with locations in Milwaukee and Appleton. Founded in 1982 by the Rotary Club of Milwaukee, Feeding America Eastern Wisconsin is a local and independent member of the Feeding America network. Feeding America Eastern Wisconsin collaborates with 400+ hunger-relief programs, including food pantries, meal programs and shelters to provide more than 53 million pounds of food annually to more than half a million people across 35 counties in eastern Wisconsin. Feeding America Eastern Wisconsin also supports programs that improve food security for people facing hunger and works collaboratively with community partners to solve hunger. To learn more about hunger in Wisconsin, visit www.FeedingAmericaWI.org. Join the conversation! Like us on [Facebook](#) and follow us on [Twitter](#) and [Instagram](#).

