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## **Meijer Helps Kick Off ‘Wanted: Peanut Butter’ Campaign**

***Retailer donates 3,500 jars to replenish food bank peanut butter supply for annual campaign***

MILWAUKEE – (January 19, 2017) – Hunger Task Force, Meijer and Milwaukee-area firefighters helped kick off the fifth annual Wanted: Peanut Butter campaign Thursday at the Wauwatosa Meijer. Meijer generously donated 3,500 jars of the nutrient-packed snack for the first donation to the campaign, which runs through Friday, March 3.

The Wanted: Peanut Butter campaign aims to boost peanut butter donations and food drives to refill the deficit caused by a cancelled peanut butter truck of nearly 30,000 jars for the Hunger Task Force network this winter. Local fire stations in Milwaukee and the surrounding suburbs will collect peanut butter from the public as they drop off their donations. The public is also encouraged to host their own peanut butter food drive at their office, in their child’s school or with their congregation.

“We’re excited to work with our friends at Meijer and local firefighters for Wanted: Peanut Butter and to restock the jars we need to feed hungry Milwaukee families,” said Sherrie Tussler, Executive Director of Hunger Task Force. “We hope to see lots of peanut butter drives this year to help collect this nutritious staple. At Hunger Task Force, we serve only healthy foods to our network, and peanut butter is a perfect choice for many reasons. It’s filling, delicious, and a great choice for breakfast, lunch or dinner.”

Peanut Butter is filled with healthy fats, fiber and proteins, making it ideal for growing kids and adults alike. Whether creamy or crunchy, the jars are crucial for the food pantries, soup kitchens and homeless shelters that Hunger Task Force supports. The Wanted: Peanut Butter campaign helps ensure pantry shelves remain stocked through the season.

“We are happy to help support Hunger Task Force and supply local Milwaukee kids with our 3,500-jar donation,” Wauwatosa Meijer Store Director Don Mettler, Jr. said. “We have a core commitment to hunger relief at Meijer, and we’re proud to partner with Hunger Task Force again this year to help give back to this community.”

*Hunger Task Force believes that every person has a right to adequate food obtained with dignity. Hunger Task Force works to prevent hunger and malnutrition by providing food to people in need today and by promoting social policies to achieve a hunger free community tomorrow.*

*Meijer is a Grand Rapids, Mich.-based retailer that operates 230 supercenters and grocery stores throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-held and family-owned company since 1934, Meijer pioneered the “one-stop shopping” concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics offerings. For additional information on Meijer, please visit [www.meijer.com](http://www.meijer.com). Follow Meijer on Twitter [@twitter.com/meijer](https://twitter.com/meijer) and [@twitter.com/meijerPR](https://twitter.com/meijerPR) or become a fan at [www.facebook.com/meijer](https://www.facebook.com/meijer).*



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