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**Welch's® Fruit Snacks Partners with Feeding America® to Help Fill over 1 Million Lunchboxes**  
*Consumers help fight child hunger by providing over 1 million meals to children in need*

**ALLENDALE, N.J., August 25, 2016** – This back-to-school season, Welch's® Fruit Snacks, a brand manufactured and marketed by The Promotion In Motion Companies Inc., has partnered with Feeding America®, the nation's largest hunger-relief and food rescue organization, to help fight child hunger. From August through October 2016, Welch's® Fruit Snacks has committed to providing 1 million meals to children and families in need. Additionally, Welch's® Fruit Snacks is calling on consumers across the country to help "fill the lunchbox." When consumers buy Welch's® Fruit Snacks and submit a proof of purchase, Welch's® Fruit Snacks will donate an additional \$1.00\* to Feeding America, with the goal of reaching 1.6 million meals donated.

In the U.S., 1 in 5 kids face hunger<sup>1</sup>, causing children to have less energy to focus, engage, learn and grow. These difficult challenges can lead to long-term effects such as grade repetition, health problems and developmental impairments. Together, Feeding America and Welch's® Fruit Snacks share the belief that no child should face food insecurity.

"We're proud to partner with Feeding America, an organization that champions causes we have long been committed to, particularly, serving the children and families in our communities," said Michael G. Rosenberg, President & CEO of The Promotion In Motion Companies Inc. "It is unacceptable that 1 in 5 children in the U.S. worry about their next meal. We are grateful for the opportunity to help bridge this gap."

"Support from partners like Welch's® Fruit Snacks is vital in helping the Feeding America network serve 46 million Americans, including 12 million children, across the country," said Nancy Curby, Interim Senior Vice President of Development at Feeding America. "Not only will this partnership with Welch's® Fruit Snacks bring awareness of the effects of child hunger in America, it will make a real impact in providing food for children who need it."

For more information on Welch's® Fruit Snacks and the partnership with Feeding America, visit [www.FillTheLunchbox.com](http://www.FillTheLunchbox.com) and [www.WelchsFruitSnacks.com](http://www.WelchsFruitSnacks.com).

*Valid in the United States Only. Valid on submissions from 8/1/2016 to 10/31/2016; Terms apply. Full Terms and Conditions can be found at [www.fillthelunchbox.com](http://www.fillthelunchbox.com). By texting LUNCH to 811811 you consent to receive up to 10 automated text messages to the number you provided from Snipp Interactive by Customer. Your consent to the above is not required to make a purchase. Msg & Data Rates May Apply.*

*\* \$1 helps provide 11 meals secured by Feeding America® on behalf of local member food banks*

*Welch's® Fruit Snacks is manufactured and marketed by the Promotion In Motion Companies Inc. "Welch's" and the "Family Farmer Owned" banner are registered trademarks of Welch Foods, Inc., A Cooperative, used under license.*

### **About The Promotion In Motion Companies**

The Promotion In Motion Companies, Inc. (PIM) is one of North America's premier makers of fruit snacks, fruit rolls, confections and other snack food products. Ranked as #54 on Candy Industry Magazine's "Global Top 100" confectionery companies in the world, PIM has also been named as one of the fastest growing Consumer Packaged Goods (CPG) companies in the U.S. by The Boston Consulting Group (BCG) and Information Resources, Inc. (IRI) for 2015, the third time in four years the company has achieved this milestone. PIM is also ranked by both Crain's New York Business as one of the 100 largest privately owned companies, as well as by NJBIZ as one of the state's 50 largest privately held employers.

Millions of times each day, consumers enjoy PIM's array of beloved brands including: Welch's® Fruit Snacks, Welch's® Fruit 'n Yogurt™ Snacks, Go Organically® Fruit Snacks (under its Farmer's Choice™ label), Juicefuls® Juice Filled Fruit Snacks, Sun-Maid® Milk Chocolate Raisins, My M&M'S® Brand Chocolate Candies, Toggi® Fine European Chocolate Wafers, Tuxedos® Chocolate Almonds, Sour Jacks® Sour Candies, Nuclear Sqworms® Sour Neon Gummi Worms, Original Gummi Factory™ Brand Gummi Candies, and more. Its subsidiaries and affiliates include Promotion In Motion Canada, Inc., Grupo de Alimentación Promoción en Moción México, S. de R.L. de C.V., Grupo de Alimentación Promotion In Motion Iberica, S.L., Promotion In Motion UK, Ltd., Farmer's Choice Food Brands and PIM Brands LLC. For additional information, please visit [www.promotioninmotion.com](http://www.promotioninmotion.com).

### **About Feeding America®**

Feeding America® is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, the organization provides food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America® also supports programs that improve food security among the people they serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit Feeding America® on [www.feedingamerica.org](http://www.feedingamerica.org), [Facebook](#) or on [Twitter](#).

<sup>1</sup> <http://www.feedingamerica.org/hunger-in-america/impact-of-hunger/child-hunger>

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