



CONTACT: Joe Bell
P.O. Box 1878
Memphis, TN 38101-1878
Phone: (901) 765-4315
Fax: (901) 765-4297
joe.bell@kroger.com

The Memphis Tigers, Ole Miss Rebels, Mississippi State Bulldogs Create New Rival

Wednesday, August 22, 2012 (Memphis TN) – The three (3) major Universities in the Mid-South area; University of Memphis, Ole Miss and Mississippi State have challenged each other, along with their devoted alumni, to raise 1 Million Meals to help fight the hunger epidemic in Western Tennessee and Mississippi.

Along with Kroger, the three (3) campuses have all said that they can raise 1 million meals in what is being called “The Million Meals Challenge”. All three (3) universities are confident that their students, faculty and alumni can out do the other universities.

“The Million Meals Challenge is an extraordinary opportunity for Kroger to mobilize team rivalry and join forces with the universities in the war on Fighting Hunger.” said Joe Bell, Manager of Marketing and Public Affairs for the Kroger Delta Division. “If you look at the true spirit of this campaign, it is working together to raise awareness in our communities of the severity of Hunger; plus support the needs of their food banks, the Mid-South Food Bank and the Mississippi Food Network.”

How can you support your University and participate in the Million Meals Challenge? There are three (3) ways to help raise meals:

- Donate Money – Visit TheMillionMealsChallenge.com website and select your school or Text “Hunger” to 66856 which will take you to the website so you can select your school.
- Donate Food – Collections at Kroger stores, (Starkville, Oxford and select Memphis stores), on campus events, and a final onsite “food drive” taking place at each school’s last home football and men’s basketball games.
- Volunteer and donate your time and be a winner! Challenge your Student Body, School Organizations, and Alumni or challenge your local churches and businesses outside of your

University to support your efforts to Feed the Hungry while winning “The Million Meals Challenge”.

Kroger, Ole Miss Rebels, Memphis Tigers and the Mississippi State Bulldogs are counting on Western Tennessee and Mississippi to join their team to win the war on FIGHTING HUNGER.

Mid-South Food Bank fights hunger by collecting and distributing food to a network of more than 300 charitable feeding programs in west Tennessee, north Mississippi and east Arkansas. In 2011, Mid-South Food Bank distributed 10.3 million pounds of wholesome food and other grocery items to food pantries, soup kitchens, shelters, youth programs, senior programs, rehabilitation and residential centers, daycares and schools. www.midsouthfoodbank.org
[@MSouthFoodBank](https://www.facebook.com/midsouthfoodbank)

Mississippi Food Network is the only food bank located in the state and is headquartered in Jackson. We accumulate, store and distribute food and household items to more than 415 member agencies in our service area. Member agencies are either churches or 501c3 nonprofit agencies and are Emergency Food Pantries, Day Care Centers, Emergency Shelters, Group Homes, Soup Kitchens, Teen Centers, Alcohol and Drug Rehabs, Afterschool Programs, Homeless Shelters and Senior Citizen Programs. We serve more than 175,000 people each month through our member agencies and distribute more than 1.5 million pounds of food each month. To learn more about Mississippi Food Network, visit our website at www.msfoodnet.org.

Kroger's Delta Division, based in Memphis, TN, currently operates 115 stores and 70 fuel centers in five states under the Kroger banner in Memphis and West Tennessee, Arkansas, Mississippi, Southern Missouri, and Southwest Kentucky. Last year, Kroger's Delta Division contributed more than \$3.5 million to the local communities it serves. Kroger focuses its charitable efforts on hunger relief, education and women's health issues.

Kroger, one of the world's largest retailers, employs more than 339,000 associates who serve customers in 2,425 supermarkets and multi-department stores in 31 states under two dozen local banner names including Kroger, City Market, Dillons, Jay C, Food 4 Less, Fred Meyer, Fry's, King Soopers, QFC, Ralphs and Smith's. The company also operates 789 convenience stores, 337 fine jewelry stores, 1,109 supermarket fuel centers and 38 food processing plants in the U.S. Recognized by Forbes as the most generous company in America, Kroger supports hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and grassroots organizations in the communities it serves. Kroger contributes food and funds equal to 160 million meals a year through more than 80 Feeding America food bank partners. For more information please visit Kroger.com.