



**FOR IMMEDIATE RELEASE**  
Contact: Amanda Sirianni/Le-La Cloutier  
Coyne PR  
(212) 938-0166  
[asirianni@coynepr.com](mailto:asirianni@coynepr.com) -or- [lcloutier@coynepr.com](mailto:lcloutier@coynepr.com)

Christine Magyarits  
ShopRite Partners In Caring  
(732) 906-5790  
[Chris.Magyarits@wakefern.com](mailto:Chris.Magyarits@wakefern.com)

### **Shoprite Partners In Caring and General Mills Announce Video Contest to Raise Hunger Awareness**

**Edison, NJ (January 4, 2010)** – Nearly 50 million Americans, including 17 million children, suffer from food insecurity, according to Feeding America, the nation’s leading domestic hunger-relief charity. Yet the issue of hunger is not easily described, making those who suffer from it hard to identify. The hungry could be the parent who skips meals to ensure there is enough food for their children, your elderly neighbor or your co-worker.

To help call attention to the issue of food insecurity, ShopRite Partners In Caring has teamed up with General Mills to launch its Expressions of Hunger video contest. The goal of the contest is to creatively express the plight of the hungry and offer solutions to the issue through song, poetry, dance or dramatic reading. Three sample videos that convey thoughts on the issue through music and poetry can be seen on the Expressions of Hunger contest website ([www.expressionsofhunger.com](http://www.expressionsofhunger.com))

Up to six grand prize winners of the Expressions of Hunger contest will have their stories and pictures featured on a limited-edition Cheerios Box available exclusively at ShopRite stores in September 2010. The winning videos will be featured on the ShopRite Partners In Caring website ([www.shopritepartnersincaring.org](http://www.shopritepartnersincaring.org)) and the Expressions of Hunger contest website, as well as on ShopRite’s YouTube page.

“Hunger is a very serious issue. Our goal with the Expressions of Hunger contest is to provide a forum to creatively convey the impact of hunger and offer solutions to address the problem,” said Chris Magyarits, ShopRite Partners In Caring spokeswoman.

Family, friends, community members and groups can submit their video entries depicting their emotions and feelings on the plight of the hungry. All entries must be submitted by an adult aged 18 or over between January 1, 2010 and midnight EST, March 1, 2010. All entrants must reside in New York, New Jersey, Connecticut, Pennsylvania, Maryland or Delaware. Entries are limited to one for each person or group.

For additional details, official contest rules and to enter the ShopRite Partners In Caring Expressions of Hunger video contest please visit [www.expressionsofhunger.com](http://www.expressionsofhunger.com).

**About ShopRite Partners In Caring**

ShopRite Partners In Caring is a year-round, community-based, hunger-fighting initiative that works with 50 food industry manufacturers to provide more than \$2 million annually to qualified charitable agencies in New York, New Jersey, Connecticut, Delaware, Pennsylvania, Maryland, Massachusetts and Rhode Island. Since its inception in 1999, ShopRite Partners In Caring has donated \$24 million to more than 1,700 charities. ShopRite Partners In Caring supports emergency food pantries, soup kitchens, homeless shelters, child care centers, battered women's shelters, senior citizen programs, drug rehab centers, programs for the mentally and physically disabled, after-school programs and other organizations that aid those in need. The ShopRite Partners In Caring Fund was established in 2002 as a component fund of the Community Foundation of New Jersey to accept private donations that help fund its charitable endeavors. For more information or to learn how you can help, please visit [www.shopritepartnersincaring.org](http://www.shopritepartnersincaring.org)

###