



## Tyson Foods, c-store group join forces to fight hunger in Atlanta

**American food multinational Tyson Foods and the National Association of Convenience Stores (NACS) have partnered to donate more than 33,000 pounds of food to Atlanta Community Food Bank.**

The initiative aims to combat hunger in the greater Atlanta area, where one in seven people need help putting food on the table.

"This partnership allows us to provide high quality protein for thousands of them," said Kyle Waide, CEO of the Atlanta Community Food Bank.

The truckload of food will be distributed to the Food Bank's network of 600 agency partners, including nonprofit and faith-based organizations providing daily meals and food pantry services across metro Atlanta and north Georgia, reported [nacsonline.com](http://nacsonline.com).

Jeff Lenard, vice president of NACS' strategic industry initiatives, highlighted the role of convenience stores in the community.

More than 97% of convenience stores have contributed to charities and have donated nearly \$1 billion, according to a recent national survey released by the NACS.

Many leaders in the c-store industry from more than 60 countries are converging at the annual NACS Show at the Georgia World Congress Center in Atlanta this week, and Lenard is working with the Food Bank to donate products from the expo floor at the conclusion of the event on October 21.

Tyson Foods, meanwhile, has launched "KNOW Hunger" campaign and partnered with Feeding America, Share Our Strength and Lift Up America. It has donated more than 100 million pounds of protein and pledged \$50 million in cash and in-kind donations over the next five years in the fight against hunger.