

# NEWS RELEASE



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## **Post Consumer Brands Earns Silver Plate Award and \$1,000 for Second Harvest Heartland from Minnesota Grocers Association**

### ***Statewide “Minnesota’s Own” Campaign Works to End Hunger***

St. Paul, MN – March 4, 2016 – Post Consumer Brands is one of six companies statewide to be recognized for its exceptional efforts to end hunger in its community. Post Consumer Brands participated in the October 2015 “Minnesota’s Own” campaign to end hunger.

“Minnesota’s Own” has provided over 34 million meals to Minnesota families in need since 2008. It was coordinated by the Minnesota Grocers Association (MGA) and included 175 MGA retail members, 13 vendor partners, and community food banks and food shelves across the state.

Participating stores and vendor locations offered multiple opportunities for consumers to contribute to the campaign. Many retailers encouraged customers to donate grocery items in-store or round up their purchase totals at the register, contributing the price difference to feed local families. Others prominently displayed the names of customers who donated money on grocery list icons. All food and monetary contributions collected were distributed to a variety of local food shelves, banks, and support organizations across the state.

Post Consumer Brands received the Silver Plate Award for Best Single Creative Display – Vendor in the “Minnesota’s Own” display contest, which offers a chance for campaign participants to get creative with in-store advertising while engaging consumers to end hunger. Statewide, 188 stores and vendors participated in this year’s display contest. In addition to the award, Post Consumer Brands presented a \$1,000 donation to the food charity of their choice, Second Harvest Heartland, on behalf of the “Minnesota’s Own” program.

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"Healthy families and kids, are the core of a strong community," said Linda Fisher, Director of Communications at Post Consumer Brands. "That's why we've had a long-standing commitment to hunger relief efforts. We are honored to participate in the Minnesota Grocers Association's 'Minnesota's Own' program this year and its fight against hunger."

"Post Consumer Brands is a supportive and generous partner of Second Harvest Heartland. Through their support of financial and food donations in addition to donating volunteer hours, they help us in our mission to end hunger through community partnerships," said Rob Zeaske, CEO, Second Harvest Heartland. "Congratulations to Post Consumer Brands for the Silver Plate Award, and a special thank you for the \$1,000 donation."

"It was exciting to see these partnerships develop and everyone's hard work on the "Minnesota's Own" program make a positive difference for Minnesota families in need," said Jamie Pfuhl, President of the MGA. "I applaud Post Consumer Brands on its successes in this campaign. All of our participants did a great job raising awareness on a community level and rallying consumers behind this important cause."

***Post Consumer Brands**, business division of Post Holdings, Inc., was formed from the integration of Post Foods and Mom Brands in 2015. Today, we are the third largest cereal manufacturer in the United States with the broadest portfolio of products in the industry. We are driven by one idea: to make better happen. For our customers and consumers. Our employees. Our communities. Making better happen means making safe, reliable products you can trust. Treating our employees with respect and honesty. Serving our communities as if they were our own families. And working harder to make better things happen for us all, every day.*

***Second Harvest Heartland** is one of the nation's largest, most efficient and most innovative food banks. In 2015, our work provided more than 77 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland helps relieve hunger not only by sourcing, warehousing and distributing food, but through data-driven thought leadership and community partnerships that help improve the region's larger hunger relief system. For more information, visit [2harvest.org](http://2harvest.org) or call 651.484.5117.*

***The Minnesota Grocers Association** is a state trade association representing the food industry since 1897. We have over 200 retail members with nearly 1,100 stores statewide, as well as approximately 100 distributors and manufacturers. Our member companies employ over 125,000 union and non-union Minnesotans. We provide civic leadership and strive to advance the common interests of those engaged in all aspects of the food industry of Minnesota.*

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