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Company/Organization: C&S Wholesale Grocers, Inc.

What was the challenge or opportunity?

The challenge was to raise awareness among the general public to that fact that a staggering 12 million children who are otherwise at risk of hunger are receiving food from Feeding America's national network of food banks. (In NH, that includes the New Hampshire Food Bank.) Link to the video: <http://youtu.be/CqtnEP2g4n8>

What was your approach or solution?

C&S Wholesale Grocers provided support to Feeding America to develop a creative Public Service Announcement (PSA) in partnership with the Ad Council. The PSA, called "Earn Your Wings" was developed to elevate awareness around child hunger and to inspire people to take action.

What is the impact?

The "Earn Your Wings" PSA has aired on television more than 200,000 times, on the radio more than one million times, on YouTube with more than 74,000 views and has been included on more than 6,000 highway billboards from coast-to-coast.

C&S is a proud Mission Partner of Feeding America and is among the top 20 food donors nationwide.

<http://www.youtube.com/watch?v=CqtnEP2g4n8&authuser=0>