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**CAMPBELL SOUP COMPANY TEAMS UP WITH
THE NATIONAL ASSOCIATION OF LETTER CARRIERS
TO HELP *STAMP OUT HUNGER* ON MAY 11**

Nation's Largest Single-Day Food Drive Rallies Communities to Feed Americans in Need

CAMDEN, N.J., May 7, 2013 — On Saturday, May 11, 2013, **Campbell Soup Company** (NYSE:CPB) will join forces with the National Association of Letter Carriers (NALC) to support [Feeding America](#) and help *Stamp Out Hunger* across America. Now in its 21st year, the annual food drive helps provide assistance to the millions of Americans struggling to put food on the table.

The *Stamp Out Hunger* food drive, held on the second Saturday in May, benefits Feeding America, the nation's largest domestic hunger-relief organization. In 2012, letter carriers collected food donations from 10,000 communities, helping to put millions of meals on the tables of Americans in need.

Last year's drive also marked the ninth consecutive year that people donated more than 70 million pounds of food to the *Stamp Out Hunger* food drive. But, with more than 50 million people, including nearly 17 million children, facing hunger in America¹ – the fight for hunger-relief continues.

“The *Stamp Out Hunger* food drive is important for our local communities because it helps stock food banks and pantries for summer, a time when there's an increased need for food assistance, especially for children who are out of school,” said Fredric V. Rolando, NALC president. “The letter carriers are committed to supporting the drive by picking up and delivering food donations to local Feeding America food banks and hunger-relief organizations in their markets.”

Nick Cannon, multi-talented entertainer and member of the Feeding America Entertainment Council, is the national spokesperson for the *Stamp Out Hunger* food drive for the third consecutive year. The drive particularly hits home for Cannon, who experienced hunger and relied on food pantries as a child.

“Feeding America is grateful to all the letter carriers and all sponsors who help make the *Stamp Out Hunger* food drive possible,” said Bob Aiken, president and CEO of Feeding America. “With one in six Americans living at risk of hunger, our food banks are stretched thin and providing food assistance to nearly six million people each week. Food donations are crucial to our goal of a hunger-free America.”

Campbell Shows Its Support

Campbell Soup Company, a long-time supporter of the drive, and its partners produced post cards and grocery bags that will be delivered to more than 75 million homes across the country as a reminder and a means to participate in the drive. In addition, Campbell will again support this year’s food collection effort by donating one million pounds of food—more than 800,000 mealsⁱⁱ—to Feeding America member food banks.

“Campbell is committed to the success of the *Stamp Out Hunger* food drive and will continue to help rally support from coast-to-coast,” said Denise Morrison, Campbell Soup Company’s president and chief executive officer. “It’s unfortunate that millions of Americans, especially so many children, continue to struggle with hunger. We strongly encourage people across the country to participate on May 11 to help provide relief for our community members in need.”

Get Involved In Your Community

To participate in the *Stamp Out Hunger* food drive, residents are encouraged to leave a sturdy bag containing non-perishable foods, such as canned soup, canned vegetables, pasta, peanut butter, rice or cereal, next to their mailbox prior to the time of regular mail delivery on Saturday, May 11. The nation’s 175,000 letter carriers, representing nearly 1,500 NALC branches in more than 10,000 communities, will collect these food donations as they deliver the mail and take them to a local Feeding America food bank or hunger-relief organization.

Feeding America provides food assistance to 37 million Americans every year. According to Feeding America, one in eight Americans relies on the organization for food and

groceries, and the organization distributes nearly 3.4 billion pounds of donated food and grocery products, including more than 800 million pounds of fresh produce, annually.

For more information about the annual *Stamp Out Hunger* food drive, visit www.helpstampouthunger.com or www.facebook.com/StampOutHunger, and follow the food drive at www.twitter.com/StampOutHunger.

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About Campbell Soup Company

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup and sauces, baked snacks and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including "Campbell's," "Pepperidge Farm," "Arnott's," "V8" and "Bolthouse Farms." Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates. Campbell is a member of the Standard & Poor's 500 and the Dow Jones Sustainability Indexes. For more information, visit www.campbellsoup.com.

About Feeding America

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 37 million Americans each year, including 14 million children and 3 million seniors. Serving the entire United States, more than 200 member food banks support 61,000 agencies that address hunger in all of its forms. For more information on how you can fight hunger in your community and across the country, visit <http://www.feedingamerica.org>. Find us on Facebook at facebook.com/FeedingAmerica or follow our news on Twitter at twitter.com/FeedingAmerica.

About the National Association of Letter Carriers (NALC)

The National Association of Letter Carriers is the union of city delivery letter carriers working for the United States Postal Service founded in 1889. Today, the NALC maintains its tradition as a vibrant union of over 300,000 members in all 50 states and other U.S. jurisdictions. For more information, visit <http://nalc.org/commun/fooddrive/index.html>.

ⁱ According to the U.S. Department of Agriculture (USDA) annual study measuring food security in the United States: <http://feedingamerica.org/press-room/press-releases/usda-food-insecurity-2012.aspx>.

ⁱⁱ One meal equals 1.2 pounds of food according to the U.S. Department of Agriculture (USDA).