

Free The Children and Outnumber Hunger challenge Minnesota to collect 200,000 pounds of food for We Scare Hunger

- *Kweku Mandela, Craig Kielburger, Ellen Goldberg Luger and other guests inspire hundreds of students at Hopkins High School to kick-off We Scare Hunger campaign -*
- *Students challenged to fill 12 school buses with non-perishable food items -*

Minneapolis, MN (October 8, 2014) – Today, hundreds of students will pack Hopkins High School’s gymnasium to celebrate the official kick off of [We Scare Hunger](#), an initiative of international charity and educational partner Free The Children and campaign supporter Outnumber Hunger. Craig Kielburger, Co-Founder of Free The Children, Ellen Goldberg Luger, Executive Director of the General Mills Foundation and V.P. of General Mills and a taped message from the Minnesota Twins along with the Twins’ mascot, T.C. Bear, will join over 500 students to talk about the issue of local hunger, which has doubled over the past five years in Minnesota, and ignite the students’ passion to be a part of the solution. Special guest speaker, Kweku Mandela, social advocate, filmmaker, and grandson of President Nelson Mandela, will also address the students with an inspiring speech. Today students will learn that Kweku Mandela is the first of many exciting speakers and performers set to take the stage at [We Day Minnesota](#) on November 12 at the Xcel Energy Center (the full lineup will be revealed on October 16, 2014).

We Scare Hunger will see hundreds of thousands of schools, youth and families across North America collecting non-perishable food items for their local food banks through school-driven food drives, community events and trick-or-treating for non-perishable foods instead of just candy on Halloween. Last year, by collecting over 160,000 pounds of food, Minnesota earned the title of top state for food collection for We Scare Hunger. This year, more than 180 schools across Minnesota will rise to the challenge to collect 200,000 pounds – enough food to fill a dozen school buses.

To jumpstart collection efforts, campaign supporter, Outnumber Hunger, will be making a monetary donation; enough to fill the first bus full of food.

“We are so proud of the commitment students in Minnesota have shown to raising awareness about hunger issues and helping others in their community,” said Ellen Goldberg Luger, Executive Director of the General Mills Foundation and V.P. of General Mills. “That’s why Outnumber Hunger is honored to help students reach their food collection goal. Hunger is a reality for millions of Americans, and we encourage everyone to do what they can – big or small, every bit helps feed local families.”

“One in 10 Minnesotans miss 10 meals per month as they’re forced to make a choice between food and other necessities like housing and health care,” said Craig Kielburger, co-founder of Free The Children. “It was incredible to see how far the students across Minnesota went last year to help fight hunger in their communities collecting more non-perishable food items than any other state for We Scare Hunger. I have no doubt they will go even further this fall making an incredible impact for Minnesotans in need.”

We Scare Hunger is part of the [We Act](#) program, which provides students and educators with free educational resources, student-led campaigns and support materials to encourage youth to be active global citizens and work towards earning their way to [We Day](#), the largest interactive

educational movement of our time. Students can't buy a ticket to We Day – they have to earn it through taking action on one local and one global cause of their choice. Many of the students in attendance on October 8 will also be attending We Day Minnesota on November 12 at the Xcel Energy Center.

Schools, youth, families and individuals are encouraged to register at www.freethechildren.com/wescarehunger and track how many pounds of food they collect.

For photos from today's event, please visit: <http://bit.ly/1s57p1S>

About Free The Children

Free The Children is an international charity and educational partner. Founded in 1995 by international activist Craig Kielburger, Free The Children believes in a world where young people are free to achieve their fullest potential, and empowers youth to remove barriers that prevent them from being active local and global citizens. The organization's domestic programs – which include We Day, Free The Children's signature youth empowerment event – educate, engage and empower 2.3 million youth across North America and United Kingdom to become engaged global citizens. Its international projects are implemented through a holistic and sustainable development model called Adopt a Village. Currently, Adopt a Village supports community development in eight countries; Kenya, Sierra Leone, Ghana, Ecuador, Haiti, Nicaragua, rural China and India. Through its international programming, Free The Children has brought more than 650 schools and school rooms to youth and provided clean water, health care and sanitation to 1 million people around the world, freeing children and their families from the cycle of poverty.

The organization has received the World's Children's Prize for the Rights of the Child, the Human Rights Award from the World Association of Non-Governmental Organizations, and has formed successful partnerships with leading school boards and Oprah's Angel Network. For more information, visit www.freethechildren.com

About Outnumber Hunger

Outnumber Hunger is a partnership between General Mills, Feeding America and Big Machine Label Group to help Feeding America secure millions of meals on behalf of local food banks. Since its inception, Outnumber Hunger, with the support of brands like Cheerios, Nature Valley, Betty Crocker and Yoplait, have helped Feeding America secure 35 million meals to date.

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