



FOR IMMEDIATE RELEASE
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GOVERNOR AND FIRST LADY AND AGRICULTURE SECRETARY JOIN FORMER NFL STAR, DAIRY INDUSTRY PARTNERS, FEEDING PENNSYLVANIA, MISS PENNSYLVANIA, AND BUSINESS LEADERS AT FOOD COURT OPENING CELEBRATION AND 2019 FILL A GLASS WITH HOPE® KICKOFF AT PA FARM SHOW

**More than 10 million servings of fresh milk have been poured across the Keystone State to families in need, but demand remains
2019 Campaign gets a boost of over \$100,000 to open 103rd PA Farm Show with public being called upon to join hunger relief efforts**

HARRISBURG, Pa. – With a celebratory milk toast and official bell ringing, Governor Tom Wolf, First Lady Frances Wolf, and Agriculture Secretary Russell Redding joined former NFL star, Jason Avant, dairy industry leaders, Feeding PA food bank leaders, Miss PA Kayla Repasky, Pennsylvania dairy royalty, American Dairy Association North East (ADANE) to kick off the 2019 Fill a Glass with Hope® campaign, a charitable fresh milk distribution program at the Pennsylvania Farm Show Complex and Expo Center.

“Alleviating hunger in Pennsylvania has been a personal priority for my wife Frances and I for many years. We have taken an active approach to ensuring Pennsylvanians have adequate access to the food they need, and we have made great strides over the past four years,” said Governor Tom Wolf. “I’m proud to be here today to help kick off the 5th year of the Fill a Glass with Hope program. This unique public-private partnership is a shining example of the complex collaboration that is needed in order to help tackle the hunger issue in Pennsylvania.”

Launched in 2015 in Central Pennsylvania and Pittsburgh, Fill a Glass with Hope® expanded in 2016 to become the first statewide charitable fresh milk distribution program in the country. Since its inception, Fill a Glass with Hope® has provided more than 10 million servings of milk to families in need through Feeding Pennsylvania's eight member food banks statewide. The fundraising for the 2019 campaign launched today with major donations of \$136,300 (*all donors listed below*), including \$25,000 contributions from FirstEnergy, Giant Food Stores and Weis Markets.

“With 1.6 million Pennsylvanians facing hunger, nearly half a million of whom are children, we must ensure that no child or family is denied access to nutritious food, including fresh milk, which supplies vitamins and minerals necessary for growth and learning,” said Jane Clements-Smith, Executive Director of Feeding Pennsylvania. “Milk is one of the most requested items in our charitable food network and Feeding Pennsylvania’s member food banks are extremely appreciative of our dairy farmers and

business leaders for investing in this amazing program so that we can purchase milk, at a reduced price, directly from local dairy processors and distribute it to Pennsylvania families in need.”

Also joining the governor and Feeding PA was Sec. Russell Redding, who applauded the hardworking dairy farmers -- who make up the largest segment of Pennsylvania’s agriculture industry -- and the 6,500 dairy farm families that provide for consumers, the hungry, and the state’s charitable food system.

“Fill a Glass with Hope® is a lifeline to Pennsylvania families in need and ensures that they have access to the nutrients that we know are needed to be healthy and well,” said Sec. Redding. “Although Pennsylvania is a world leader in agricultural production, too many of our neighbors are at risk of hunger. Programs like this move us closer to attaining nutrition security in the commonwealth, a goal that will require commitment and effort from all of us.”

“I am humbled to participate in this great initiative with a team of people who make it their business to feed our community every day. Just like in the NFL where it takes teamwork to become Super Bowl Champions, it takes a collaborative effort for Fill a Glass with Hope® to thrive,” said Jason Avant, former wide receiver for the Philadelphia Eagles. “I understand that good nutrition translates to success on and off the field, which is why it is so important to give kids access to milk, so they can grow strong and healthy.”

Dave Smith, executive director of the PA Dairymen’s Association added, “It’s a wonderful day in Pennsylvania for children and families thanks to the extraordinary commitment made and generosity given by so many leaders, the public and our dairy farm families. Feeding Pennsylvanians is a top priority of ours and Fill A Glass with Hope® has allowed us to reach the most vulnerable individuals who deserve the benefits of our delicious, nutritious world-class milk.”

Dairy Farmer Jeff Raney, from Adamsville, Pa and Chairman of the Pennsylvania Dairy Promotion Program echoed Smith and encouraged attendees to this year’s Farm Show to join this year’s efforts.

“Pennsylvania dairy farmers are proud of the Fill A Glass with Hope® campaign, an initiative that showcases our dedication for producing wholesome, nutritious milk, and also for ensuring it is accessible to families in our communities throughout the state,” said Raney.

After the milkshake toast, and official bell ringing to officially open the PA Farm Show Food Court, celebrities, including those from the media, joined efforts to tackle hunger as Celebrity Milkshake Servers at the PA Dairymen’s Association Milkshake Booth, to raise awareness and resources for the award-winning program. To learn more or to donate, visit www.feedingpa.org/milk.

2019 Fill a Glass with Hope® Donors

FirstEnergy Foundation, Giant, Weis Markets, Cottage Bridge Foundation, MidAtlantic Farm Credit, Pennsylvania Dairymen’s Association, Land O’Lakes, Valley Grange #1360, Southwestern Energy, PSECU, Pennsylvania Farm Bureau, AgChoice Farm Credit, Modjeski and Masters, Cabot Oil and Gas, Chucks Auction, Seneca Resources, Fulton Financial Corporation, and Tri-County Rural Electric Company.

About Feeding Pennsylvania

Feeding Pennsylvania is a partnership formed among Pennsylvania's Feeding America member food banks. Collective efforts promote and aid members in securing food and other resources to reduce hunger and food insecurity for their communities and across Pennsylvania, and provide a shared voice on the issues of hunger and food access. Member food banks serve nearly 2 million people annually by distributing more than 160 million pounds of food through a network of more than 2,600 agencies. In 2016, each member food bank became licensed as a charitable milk sub-dealer by the Pennsylvania Milk Marketing Board, allowing them to purchase milk from dairies at a reduced price in a program called Fill a Glass with Hope®. To donate to Fill a Glass with Hope®, visit www.feedingpa.org/milk.

About Pennsylvania Dairymen's Association

The Pennsylvania Dairymen's Association is the oldest dairy group in Pennsylvania. The Dairymen's Milkshake is the top-selling, sought-after "PA Preferred Product" at the Food Court with more than 160,000 sold on average there each year. The Pennsylvania Dairymen's Association has been promoting "Fill a Glass with Hope®" with agriculture partners, Feeding PA, the American Dairy Association North East, the PA Dairy Promotion Program, corporate partners and food banks since 2015. The Association has surpassed the \$1 million mark in funding to dairy youth development and education programs, securing a bright future for Pennsylvania's dairy industry. The Association supports the PA Dairy Princess Program, the mobile education lab for schools, and more. For more information, visit www.padairymens.com.

About American Dairy Association North East (ADANE)

American Dairy Association North East (ADANE) is the local affiliate of the National Dairy Council® and the regional consolidation of three promotion organizations including the American Dairy Association and Dairy Council, Inc., Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program. Committed to nutrition education and research-based communications, ADANE provides science-based nutrition information to, and in collaboration with, a variety of stakeholders committed to fostering a healthier nation, including health professionals, educators, school nutrition directors, academia, industry, consumers and media. Funded by dairy checkoff dollars from more than 12,000 dairy farm families in New York, New Jersey, Pennsylvania, Maryland, Delaware, and northern Virginia, ADANE works closely with Dairy Management Inc.™ to bring a fully integrated promotion program to the North East region. For more information, visit AmericanDairy.com.

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