

HOPS FOR HUNGER

Feeding PA, PA Eats, and Breweries in PA are joining forces with local breweries across the state this November to raise money for hunger relief through the first annual Hops For Hunger campaign.

▶ PA BREWERIES RAISING THE BAR IN THE FIGHT AGAINST HUNGER

This November, we are looking to partner with 50+ breweries to join us in the first annual Hops For Hunger campaign to benefit Feeding PA's mission and support the development of nutrition education resources created by PA Eats for Feeding Pennsylvania's network of food pantries. Participating breweries will be challenged to raise at least \$1,000 in a variety of ways, such as:

- Donating a percentage of proceeds from a "Hops for Hunger" special
- Hosting a special event and donating a percentage of proceeds
- Encouraging patrons to round up and/or add donations to their bill
- Designating a Hops For Hunger beer and donating \$1 for every pint you sell
- Coming up with your own idea! We encourage you to be creative and have fun!

▶ PERKS OF PARTICIPATION:

- Mentions on PA Eats, Feeding PA, Breweries in PA's social media platforms
- Activation kit that includes: sample social media posts, table tents, and a toolkit
- Mentions in press release and e-blasts reaching local media outlets
- The opportunity to support Pennsylvanians struggling with hunger



For more information, please visit:
feedingpa.org/hopsforhunger

JOIN THE
CAMPAIGN!

