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**CRT, PEPSICO AND PRICE RITE TEAM WITH FEED THE CHILDREN TO PROVIDE  
FOR HARTFORD FAMILIES IN NEED**

*Community Renewal Team Partners to Identify Families in Need*

**HARTFORD, Conn. (Nov. 10, 2011)** – Community Renewal Team, Inc., Feed The Children, PepsiCo, and Price Rite partnered to deliver four semi tractor-trailers full of food and essentials to help 800 families today in Hartford. Families in need came from Hartford, East Hartford, Windsor, Middletown, West Hartford and Manchester braved the rain and received the donations at Comcast Theater (61 Savitt Way).

More than one in three children living in Hartford (42.8 percent) is at risk of hunger. The number of impoverished children living in Connecticut (96,188) could fill the XL Center more than five times.

A longtime supporter of Feed The Children, PepsiCo generously donated products, along with local retailer Price Rite. Hartford area employees from both companies donated their time to help distribute boxes of food and products to local families in need.

The Community Renewal Team pre-identified families receiving the boxes. Each family received a 25-pound box of food, PepsiCo products such as Quaker Oatmeal, Pepsi beverages and a multipack of Frito-Lay snack chips; Price Rite provided fresh produce, hearty soups and breakfast cereal. Families also received a 10-pound box of personal care items and a box of Avon products. The boxes were designed to help a family of four up to one week.

The distribution is part of Feed The Children's Americans Feeding Americans Caravan, which has helped more than 305,000 families across the country since it began in 2009.

"We sincerely appreciate the tremendous contribution by PepsiCo, Price Rite, Community Renewal Team, Inc. and their employees to help children and families in Hartford," said Tony Sellars, spokesperson for Feed The Children. "Our Americans Feeding Americans project is geared toward people who are still being affected by the economic downturn, including many who until recently considered themselves middle class. A lot of these people, for the first time in their lives, have not been able to provide for their families and this distribution will provide relief for them at a crucial time."

To see the impact of Feed The Children's Americans Feeding Americans Caravan in your area visit [www.AmericansFeedingAmericans.org](http://www.AmericansFeedingAmericans.org) .

### **Feed The Children**

Founded in 1979, Feed The Children is consistently ranked as one of the largest international charities in the U.S., based on private, non-government support. Our mission is providing hope and resources for those without life's essentials. In FY 2010, Feed The Children distributed more than 133 million pounds of food and other essentials to children and their families in all 50 states and internationally. For more information, visit [www.feedthechildren.org](http://www.feedthechildren.org)

### **About PepsiCo**

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that generate more than \$1 billion in annual retail sales each. Our main businesses -- Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi Cola -- also make hundreds of other enjoyable and wholesome foods and beverages that are respected household names throughout the world. With net revenues of approximately \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment, including by conserving energy and water usage, and reducing packaging volume; to provide a great workplace for our associates; and to respect, support, and invest in the local communities where we operate. For more information, please visit <http://www.pepsico.com/>

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### **About Community Renew Team, Inc.**

Community Renewal Team (CRT) is Central Connecticut's community action agency, helping more than 120,000 low- and middle-income households every year. CRT's programs include Head Start, Energy Assistance and Weatherization, Meals on Wheels and Senior Cafés, supportive housing, mental health treatment and more.

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