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Big Y Sack Hunger campaign goes virtual

November 27, 2020

In order to simplify this season of giving food to those in need, Big Y has turned its annual Sack Hunger campaign from a \$10 sack of groceries to a more simplified \$5 donation to one of five food banks within its two-state marketing area. In turn, these food banks support local soup kitchens, food pantries, senior food programs, day care centers and many others of the 2,100 member agencies that they help every day. The goal is to maximize access to nutritious food and other resources that support food security for those at risk of hunger.

In the past, customers would purchase a Sack Hunger bag filled with staple non-perishable food items which Big Y would distribute to that region's local food bank. This year's \$5 virtual sack makes it easier than ever to help. It can be purchased at any register from amongst Big Y's 71

supermarkets, Fresh Acres Specialty Market or Table & Vine Fine Wines and Liquors. In addition, customers can donate [online](#). To further support the increased needs within their community during this pandemic, Big Y will be matching all donations throughout the program, which runs from Nov. 5 through the end of the year. Every \$5 donation brings 10 meals to those in need of support.

According to Big Y's President and CEO Charles L. D'Amour, "Throughout our 85-year history, we've recognized the importance of helping our communities. This year is no different. We know that our customers and employees are eager to support families across Massachusetts and Connecticut. Our new virtual Sack Hunger bag makes it simpler for the food banks to do their work. And with Big Y's matching donation, we anticipate even more help for our friends and neighbors as we respond to increased needs brought on by the COVID-19 pandemic."

Big Y has donated an additional \$250,000 to the food banks so far this year due to increased food insecurity throughout the pandemic. In addition to Sack Hunger, Big Y donates healthy food to these food banks six days a week throughout the year. Most of last year's almost 6 million meals consisted of donations of meat and fresh produce, bakery, nonperishable grocery items, frozen food and dairy items.

Over the past 10 years, including Sack Hunger, Big Y has donated over \$10.5 million dollars worth of food or 21 million meals to those in need. The five food banks are Food Bank of Western Massachusetts, Worcester County Food Bank, Greater Boston Food Bank, Foodshare of Greater Hartford and The Connecticut Food Bank.

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