



**For Immediate Release
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KROGER DALLAS DIVISION TO KICK OFF ANNUAL HUNGER CAMPAIGN

Kroger forges its commitment to Zero Hunger Zero Waste – aiming to surpass last year’s record-breaking 2.4 million in in-kind and cash donations

DALLAS, Texas – Kroger Dallas Division and the Kroger Co. Zero Hunger Zero Waste Foundation will kick off the holidays with its 2nd annual community hunger campaign, **End Hunger Here**. Last year the company raised 2.4 million in in-kind and cash donations and is aiming to reach 3 million this year – which translates to 9 million meals, in partnership with five area food banks, including North Texas Food Bank, Tarrant Area Food Bank, East Texas Food Bank, Food Bank of Central Louisiana and Food Bank of Northwest Louisiana.

Beginning Wednesday, November 10 through Wednesday, December 7, customers will be able to support food-insecure families through the End Hunger Here program. Customers will find displays throughout the store where they will find a “virtual box” or “End Hunger Here \$10 Food Box” tab they can pull and bring to the register upon checkout. Customer donations will be captured on the Community Care wall in recognition of their generosity. Customers can also Round Up their general grocery purchase to the nearest \$1, \$5 or \$10. In addition to customer contributions, long-standing partner Coca-Cola has pledged \$100,000 to the hunger program.

“Kroger is proud to partner again this year with our area food banks, who share in our commitment to address food insecurity in our communities,” said Keith Shoemaker, Kroger Dallas Division president. “Last year, through the incredible generosity of our community and the persistence and compassion of our associates, we were able to provide 5 million meals to food insecure families in the areas we serve. This holiday season we hope to provide an even great number of meals, as we continue to amplify our community stewardship.”

For more information, visit your neighborhood Kroger.

About The Kroger Co.

Kroger Dallas Division operates 109 retail stores. Our 15,000 division associates are dedicated to our Purpose: to Feed the Human Spirit™, serving the region through food inspiration and uplift, and creating #ZeroHungerZeroWaste communities by 2025. To learn more about The Kroger Co. (NYSE: KR), visit our [newsroom](#) and investor relations site.