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Land O'Lakes, Feeding America® Launch Third Annual Pin A Meal, Give A Meal Campaign

Continued partnership will provide up to 3.5 million meals for families struggling with hunger

ARDEN HILLS, Minn., March 10, 2015 -- The Pin A Meal, Give A Meal campaign launched last week and will run through April 30. With one in six Americans struggling with hunger, this campaign creates hope – and a way to help. In partnership with Feeding America® – the nation's largest domestic hunger-relief organization – the Land O'Lakes Dairy Foods team and the Land O'Lakes Foundation are delivering easy recipe ideas and hunger relief, all in one.

For every Land O'Lakes recipe (or other recipe of the users' choosing), pinned on Pinterest, the Land O'Lakes Foundation will donate \$1 for a guaranteed maximum of \$350,000 to Feeding America®. This commitment equals a donation of 3.5 million meals for families struggling with hunger in the U.S., with \$1 helping to provide 10 meals through Feeding America.

"The Land O'Lakes Foundation is committed to addressing hunger across the country," said Lydia Botham, executive director of the Land O'Lakes Foundation. "We want to raise awareness of the increasing number of people—especially in rural communities—who are hungry, and help them live full and active lives. The Pin A Meal, Give A Meal campaign leverages the social media platform Pinterest to engage people who enjoy recipes and want to help build better futures for those in need."

Land O'Lakes and Feeding America® are long-standing partners, collaborating on projects such as the Land O'Lakes First Run program, where freshly-made product is delivered by the truckload to Feeding America® food banks around the country. With similar values and a commitment to fighting hunger, the organizations continue to combine their strengths to help put food on families' tables – which in turn helps those families build better futures.

"We're delighted to team up again with Land O'Lakes on the Pin A Meal, Give A Meal Pinterest campaign," said Nancy Curby, vice president of corporate partnerships for Feeding America®. "The simple act of sharing new recipes with friends can now have a big impact on the lives of families facing hunger."

For the third year of the program, Land O'Lakes is partnering with Ree Drummond, also known as the Pioneer Woman, to help raise awareness. Drummond created a signature recipe for the Pin A Meal, Give A Meal campaign, along with six other Land O'Lakes Kitchen Conversations food bloggers.



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The Land O'Lakes Pin A Meal, Give A Meal [Pinterest](#) board, [Facebook](#) page, [Twitter](#) page and [website](#) will feature recipes visitors can share on Pinterest. The pins and repins will be tracked, and the donation will be made directly to Feeding America®.

Those who don't use Pinterest can donate to Feeding America® by visiting <http://www.feedingamerica.org/landolakes>.

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).

Land O'Lakes, Inc., one of America's premier agribusiness and food companies, is a member-owned cooperative with industry-leading operations that span the spectrum from agricultural production to consumer foods. With 2014 annual sales of \$15 billion, Land O'Lakes is one of the nation's largest cooperatives, ranking 199 on the Fortune 500. Building on a legacy of more than 93 years of operation, Land O'Lakes today operates some of the most respected brands in agribusiness and food production including LAND O LAKES® Dairy Foods, Purina Animal Nutrition and WinField Solutions. The company does business in all 50 states and more than 60 countries. Land O'Lakes, Inc. corporate headquarters are located in Arden Hills, Minn.

Land O'Lakes and the Land O'Lakes Foundation have always been leaders in the many communities where they have members, employees, plants and facilities. The Land O'Lakes Foundation proactively helps rural communities by donating resources that develop and strengthen organizations dedicated to hunger relief, education and the community.