



PRESS RELEASE

Local News

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Scan Away Hunger raises \$75,500 to feed, care for homeless

DES MOINES—Sponsored by Hope Ministries, Hy-Vee and KCCI Channel 8, this year's Scan Away Hunger effort raised more than \$75,500 to help feed and care for central Iowa's homeless men, women and children.

The program, which ran from the day after Thanksgiving through Christmas, gave Hy-Vee shoppers the opportunity to add \$2.05 to their grocery bill each time they "scanned" a plate. Altogether, generous community members in Greater Des Moines and beyond raised \$75,586.00. Funds raised through Scan Away Hunger will be used by Hope Ministries to provide food and care for the homeless, near-homeless and hungry.

"We couldn't be more pleased at the results of this year's Scan Away Hunger efforts. So many individuals, families, corporations and churches came together to help men, women and children in need," said Hope Ministries President/CEO Leon Negen. "We're very thankful to Hy-Vee and KCCI for their partnership."

Representatives of Hy-Vee and KCCI Channel 8, as well as corporate, church and media representatives, gathered at Hope Ministries' Bethel Mission on Thursday, January 28, to celebrate the Scan Away Hunger results. Hy-Vee presented the check to Hope Ministries during the event.

"We are proud to be a part of Scan Away Hunger each year," said Mark Luke, store director of the Mills Civic & I-35 Hy-Vee. "We know that through Hy-Vee's involvement, we're able to make a difference in the lives of so many people in need, and we're grateful for that opportunity."

Other corporate sponsors for Scan Away Hunger included Nationwide, Christian Printers, Klements, Bob Evan Farms, Cookies Bar-B-Que, Campbell's, Crystal Clear Bottled Water, The Rug Doctor, Stubb's Premium BBQ, DiLusso Deli Company, Pepsi, Proctor & Gamble and Purina.

"At KCCI, we know that helping homeless and hungry individuals and families is one of the very best ways we can serve our community. We're grateful to be a part of Scan Away Hunger," said KCCI General Sales Manager Amanda Hull.

Hope Ministries is a privately funded organization providing food, clothing, shelter, and recovery services to homeless and hungry men, women and children in Des Moines and throughout Iowa since 1915. To learn more, visit www.hopeiowa.org.

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