

## Pepsico partners with No Kid Hungry

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It's hard for anyone – especially kids – to focus on imagination and creativity when they're hungry. That's why IMAGINE, the snack brand created to provide kids with delicious, nourishing snacks, is embarking on a three-year partnership with No Kid Hungry, a national campaign to end childhood hunger in America, to provide up to three million meals to kids in need.

The goal is to help make hunger the last thing on kids' minds, so that their imaginations can take flight.

Sarah Guzman, senior marketing director, IMAGINE said, "As a snack brand that was created to celebrate the possibilities of a child's imagination, IMAGINE's mission is to give kids the fuel they need to dream big. By partnering with No Kid Hungry, we're extending that commitment by helping children in America get the food they need to grow up healthy and strong."

One in six kids – that's 12.5 million children – lives in a household without consistent access to enough food. Hunger can be especially prevalent during the summer months when children can no longer rely on regular meals at school, which is why IMAGINE's partnership with No Kid Hungry aims to bring awareness and increase access to free summer meals for kids living with hunger. IMAGINE also provided \$50,000 in grants to summer meal sites across the country to help enable creative play for kids.

Jill Davis, Senior Vice President, Corporate Partnerships at Share Our Strength, the organization behind the No Kid Hungry campaign said, "Child hunger in America is a serious problem that causes too many kids to struggle to learn and reach their full potential. We are grateful that IMAGINE is supporting our efforts to ensure millions of meals are served to children who so desperately need them. Together, we are demonstrating the importance of making sure kids' stomachs are full – so that their minds can roam free, rather than be focused on hunger."

IMAG!NE's partnership with No Kid Hungry extends its mission to make it easier for parents to help their kids grow and imagine by nourishing their bodies and minds.

Launched nationwide in 2018, IMAG!NE was designed by parents looking for better snack options for their kids that taste delicious, are convenient to take on-the-go, and include wholesome ingredients that fuel kids' imaginations. The IMAG!NE snack line includes two products – Yogurt Crisps and Cheese Stars – that are made with wholesome, real ingredients like cheese and yogurt, provide a good source of protein or calcium, and are Non-GMO Project verified.