



NEWS RELEASE

## Ameriprise Financial Matching Individual Donations To Feeding America Through Thanksgiving

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Company encourages the public to have their donations provide even more meals to families in need

MINNEAPOLIS--(BUSINESS WIRE)-- Ameriprise Financial (NYSE:AMP) today announced it will match donations to Feeding America® up to \$500,000 now through Thanksgiving. The annual Ameriprise Financial Challenge, which kicks off every September in support of Feeding America's Hunger Action Month™, makes it easy for people to double the impact of their donations to Feeding America, the nation's leading hunger-relief organization. Every dollar donated to Feeding America through the Ameriprise Financial Challenge can help secure and distribute 20 meals to hungry families in the U.S. through the Feeding America network of food banks.

The public can join in the effort by pledging their support at [supportfeedingamerica.org/Ameriprise](http://supportfeedingamerica.org/Ameriprise).

"Imagine having to choose between paying for groceries or other necessities like medicine and housing," said Brian Pietsch, head of community relations at Ameriprise Financial. "Feeding America and its nationwide network of food banks are critical for the 49 million Americans who face these types of dire tradeoffs. Having these resources alleviates the stress of not knowing where their next meal is coming from, and it provides hope and encouragement for a better tomorrow. We strongly support this work and urge others to take action to help solve hunger in our country."

Ameriprise Financial began a charitable partnership with Feeding America in 2009 with the goal to help meet an increased demand on food banks and work toward finding long-term solutions to domestic hunger. Along with its

advisors, employees and volunteers, Ameriprise has provided more than 36 million meals and volunteered more than 100,000 hours to support hunger-relief organizations nationwide.

“We are grateful for the support of Ameriprise Financial and their commitment to making sure that everyone in the U.S. has enough food for themselves and their families,” said Bob Aiken, CEO of Feeding America. “We know we can’t solve hunger alone – we need to work together to make sure our neighbors, friends and families have the food they need to thrive.”

## About Feeding America’s Hunger Action Month

September is Hunger Action Month, a nationwide campaign mobilizing the public to take action on the issue of hunger. Organized by Feeding America and its nationwide network of food banks, the campaign brings greater attention to the issue of hunger in America and promotes ways for individuals everywhere to get involved with the movement to solve it.

## About Feeding America

Feeding America is a nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, they provide food to more than 46 million people through food pantries and meal programs in communities throughout America. Feeding America also supports programs that improve food security among the people they serve; educates the public about the problem of hunger; and advocates for legislation.

Visit <http://www.feedingamerica.org/>.

## About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to the communities it serves, and is committed to helping improve the lives of individuals and building strong communities. Through grantmaking, volunteerism and employee and advisor gift-matching programs, the company supports more than 5,000 nonprofits across the country.

## About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for over 120 years. With a network of 10,000 financial advisors and extensive asset management, advisory and insurance capabilities, we have the strength and expertise to serve the full range of consumer financial needs. For more information, or to find an Ameriprise financial advisor, visit [ameriprise.com](http://ameriprise.com).

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