



NEWS RELEASE

## Ameriprise Financial Matching Public Donations to Feeding America Now Through Thanksgiving

2015-09-10

Each dollar donated through the Ameriprise Financial Challenge can help provide 22 meals to families in need

MINNEAPOLIS--(BUSINESS WIRE)-- For the fifth year in a row, Ameriprise Financial is matching public donations to Feeding America®--up to \$500,000-- in support of Hunger Action Month™. As part of the Ameriprise Financial Challenge, individuals can double the impact of their gift to Feeding America, the nation's leading domestic hunger-relief organization, ahead of the busy holiday season.\* When combined with the Ameriprise gift, every dollar donated now through Thanksgiving can have twice the impact. That means together we can help provide 11 million meals to families facing hunger in the U.S. through the Feeding America network of food banks.\*\*

Taking part is easy. You can make a donation online by visiting [supportfeedingamerica.org/Ameriprise](http://supportfeedingamerica.org/Ameriprise).

"Despite the improving economy, many Americans continue to struggle with putting food on the table," said Brian Pietsch, head of community relations at Ameriprise Financial. "Feeding America and its member food banks are a critical source of support and strength for these families. We encourage anyone who is in a position to donate to have their contribution matched by Ameriprise."

Ameriprise 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 40 million meals and volunteered more than 130,000 hours to support hunger-relief organizations nationwide.

“No one should have to worry about having enough to eat. Yet, the fact is that 49 million Americans struggle with hunger,” said Matt Knott, president of Feeding America. “Donations big and small go a long way in providing meals to people in need, and this is a wonderful way to double the impact.”

## About Feeding America’s Hunger Action Month

September is Hunger Action Month, a nationwide campaign to mobilize the public to take action on the issue of hunger. Founded by the Feeding America 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 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 [feedingamerica.org](http://feedingamerica.org), find us on **Facebook** or follow us on **Twitter**.

## About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to utilizing the firm’s resources and talents to improve the lives of individuals and build strong communities. Through grantmaking, volunteerism and employee and advisor gift matching programs, the company supports a diverse group of over 6,000 nonprofits across the country. In 2014, Ameriprise Financial and its employees and advisors gave \$12 million and logged 66,000 volunteer hours at nonprofits. Additionally, the company’s support provided the equivalent of 10 million meals to feed families struggling with hunger.

## About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 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).

\*About the Match: Ameriprise Financial has committed \$500,000 to Feeding America. This amount will be used to double the impact of gifts received between now and Thanksgiving. Gifts received after the campaign or in excess of this amount will not be matched but will still help provide food and groceries for those in need.

\*\*\$1 helps provide 11 meals secured by Feeding America on behalf of local member food banks.



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