



## MEDIA ADVISORY

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## SEAHAWKS, NORTHWEST HARVEST COMBINE TO TACKLE HUNGER

*30<sup>th</sup> annual campaign raises funds to support Washington families in need*

(Seattle, WA – October 31, 2018) The Seattle Seahawks and Northwest Harvest are joining forces once again to Tackle Hunger. The 30<sup>th</sup> annual campaign launches on Wednesday, October 31<sup>st</sup> and concludes on Sunday, November 4<sup>th</sup> as the Seahawks take on the Los Angeles Chargers at CenturyLink Field.

Fans will be encouraged to donate digitally all week and will be able to donate at a number of concessions stands throughout CenturyLink Field prior to and during the game. All funds raised go directly toward Northwest Harvest's mission of providing food for those in need today and eliminating hunger tomorrow.

Northwest Harvest is Washington's leading hunger relief agency – supporting a statewide network of 375 food banks, meal programs, and high-need schools.

"One of the great things about Seahawk fans is their level of passion and pride in their community," says Thomas Reynolds, Northwest Harvest CEO. "I believe that this passion can translate to making a real impact on the lives of our neighbors who struggle with hunger."

Taco Time Northwest has joined the campaign this year to support hunger relief in Washington state. If fans raise \$12,000 by the third quarter of the game, Taco Time Northwest will provide a free CRISP TACO to all registered TTNW App users the Tuesday following the game. Additionally, Taco Time Northwest will donate up to 1,200 meals to Northwest Harvest for each fan who wins the Northwest Harvest Cornhole Challenge, located in Touchdown City prior to the game.

Focused on improving equity in our food system, Northwest Harvest believes everyone in Washington should have consistent access to nutritious food that feeds the body, mind, and spirit. In addition to making sure those who suffer from hunger are being fed, Northwest Harvest aims to shift public opinion, as well as impact institutional policies and societal practices that perpetuate hunger, poverty, and disparities in our state.

Fans at the game, or from anywhere else supporting the team, can donate any amount to the Tackle Hunger campaign by simply texting **TACKLEHUNGER** to **41444**. For more information on how to donate or engage with Northwest Harvest, please visit [www.northwestharvest.org](http://www.northwestharvest.org) or call 800.722.6924.

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### About Northwest Harvest

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