

Bar-S Helps Provide One Million Meals to Hungry Children via Its Partnership with No Kid Hungry

*Even more meals to be provided via the company's integration with the
2018 CMT Summer of Music Sweepstakes*

PHOENIX, AZ, (July 9, 2018) – Thanks to a generous donation by [Bar-S](#), the brand behind America's #1 selling franks for 13 years in a row, [No Kid Hungry](#) is able to provide one million more meals to hungry children. This donation by the company through its "[Fighting Childhood Hunger](#)" campaign first announced in September 2017, will help provide meals to children nationwide during the summer – often the hungriest time of the year for many children.

"Summer – what should be a time of fun and relaxation for all children – is a challenging period for many kids. In fact, only 15% of kids who qualify for free school meals receive free summer meals," said Jill Davis, Senior Vice President, Corporate Partnerships at No Kid Hungry campaign. "We're grateful to work with companies such as Bar-S that recognize the need and are helping lock arms with us to address it during this critical time."

To further its commitment to fighting hunger, Bar-S has also partnered with Country Music Television (CMT) to donate funds for one meal for every CMT Summer of Music sweepstakes entry between now through Labor Day. By simply entering any Bar-S UPC at the contest site -- <https://www.cmt.com/bars-sweeps/2018/Sweepstakes> -- entrants can win thousands of prizes including a VIP experience for two people to the 2019 CMT awards. The matching program is estimated to help provide an additional 300,000 meals for kids in need.

"We recognize that the summer months present a significant challenge for many kids who depend on school for nutrition. We are honored to work with No Kid Hungry to help alleviate this struggle for kids nationwide, while also continuing to raise awareness for this important issue," said Warren Panico, CEO, Bar-S. "Upholding our belief that you can never give enough we are also excited to partner with CMT to expand our impact even further this summer."

To support the company's fight against hunger, Bar-S employees will also volunteer at UMOM Phoenix, preparing and delivering meals to those in need. Bar-S' commitment to the Summer Meals program with No Kid Hungry follows a long history of company giving to worthwhile causes and nonprofits including [City of Hope](#), [Second Harvest](#) (food banks), [St. Jude's](#), and [United Way](#).

For more information, visit <https://www.bar-s.com/cmtkh>.

About Bar-S

Bar-S is a brand of Sigma Alimentos, that for more than 35 years, has earned a reputation for high quality meat products including bacon, hot dogs, sausages, lunch meat and more. Bar-S believes shoppers shouldn't sacrifice great taste to stay on budget. The brand is committed to giving back to the communities where their customers, employees and partners live and especially to causes that help alleviate hunger in the U.S. For more information, visit www.bar-sfoods.com.

Sigma Alimentos

Sigma is a leading global branded refrigerated food company focused on the development, production, marketing and distribution of quality value-added foods, primarily packaged meats, cheese, yogurt and other refrigerated and frozen foods. Sigma has a diversified portfolio of leading brands and operates 70 plants in 18 countries across its four key regions: Mexico, Europe, the United States, and Latam. Sigma employs more than 45,000 people.

About No Kid Hungry

No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty.