

**** MEDIA ADVISORY ****

Seahawks QB Russell Wilson to launch United Way's *Fuel Your Future* Campaign to End Childhood Hunger on Tuesday, September 15

*1 in 5 children in Washington State struggles with hunger but United Way's new **Fuel Your Future** campaign will remove the barriers preventing kids from accessing nutritious foods, right in their schools.*

Seattle – Today nearly half of children attending public school in Washington State are from low-income families, and the number is growing. Kids who have regular access to nutritious food experience fewer school absences, are less likely to require discipline, and more likely to graduate high school on time, making a successful transition to adulthood.

Federal funds exist to feed hungry kids where they live, learn and play, but there are significant barriers to participation, including transportation, access, stigma and awareness that leaves money on the table and kids hungry.

United Way of King County's **Fuel your Future** campaign is putting a dynamic team of AmeriCorps members in schools throughout South Seattle and South King County where the need is greatest. These **Fuel Your Future** specialists will help identify how each school can better provide meals to its students and remove the road blocks for those kids to get healthy food where and when they need it.

Fuel Your Future specialists will also drive year round nutrition education programs for students in their assigned schools.

Goals for the campaign include increasing the percentage of eligible kids accessing school breakfast from 30% to 70% by 2017, enrolling 4,000 additional children to access after school suppers and connecting 3,000 kids to nutrition interventions in their schools.

The **Fuel Your Future Campaign** is just one of United Way of King County's strategies to create a community where people have homes, students graduate and families are financially stable.

United Way of King County's **Fuel Your Future** campaign is made possible by grants from the Social Innovation Fund, No Kid Hungry, the Seattle Seahawks and generous donors throughout the community.

WHY: United Way of King County envisions a future where **people have homes, students graduate and families are financially stable. The Fuel Your Future Campaign** leverages Federal funding to easing the financial burden on families and improving students' likelihood to graduate.

WHO: **Russell Wilson** joins 800 United Way volunteers and **Fuel Your Future** nutrition specialists

WHEN: Tuesday, September 15
5:00 p.m. Event starts
6:00 p.m. Russell Wilson launches **Fuel Your Future** campaign
6:20 p.m. Russell Wilson available for comment

WHERE: Fisher Pavilion at Seattle Center– 305 Harrison St. Seattle, 98109

CONTACT: Jared Erlandson - jerlandson@uwkc.org 206.293.5927

For more information, or to schedule an interview contact Jared Erlandson at 206.293.5927 or jerlandson@uwkc.org

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