



The V8® “*Make Every Serving Count*”™ Program PROGRAM FACT SHEET

Providing Vegetable Nutrition for Everyone!

The V8® brand is a proud partner of Feeding America’s National Produce Program. The brand’s \$1 million donation will provide more than 30 million servings of fresh vegetables to local food banks and pantries across the country.

Why Now?

The USDA estimates that there are 35 million Americans who are food insecure – meaning that they do not always know where they will find their next meal. In these tough economic times, food pantries and soup kitchens across the country are experiencing a significant increase in the demand for emergency food, which has left many food banks struggling to maintain the nutritional quality of their food and provide fresh produce to those in need.

The V8 brand’s commitment will help maintain Feeding America’s mission to provide quality nutrition to those in need.

A Celebrity Close to the Cause

Nick Lachey has worked with Feeding America on initiatives that call attention to the importance of hunger relief. This year, he has teamed up with Feeding America once again, alongside V8, to draw attention to the growing need to provide our nation’s hungry with food that provides the best nourishment possible.

Lachey will help kick off the campaign by delivering the first servings of fresh produce to recipients at the Food Bank For New York City’s Community Kitchen of West Harlem on September 9.

Show Your Support

The V8 brand is asking Americans to *Make Every Serving Count*™ for themselves and others. Purchasing V8 100% Juices and *Campbell’s*® V8® soups from September 2008 through February 2009 helps support the brand’s \$1 million donation.

Why Veggies?

Research shows eating vegetables is essential to good health, helping to reduce risk factors for heart disease, diabetes and even help with weight management. Yet, seven out of 10 Americans fail to meet the daily recommendation.¹ The V8 brand, leading expert in vegetable nutrition, is on a mission to close this vegetable gap and help ALL Americans get more vegetables. The V8 brand offers a wide variety of great-tasting solutions from V8® 100% vegetable juice to V8® V-Fusion® juices to new *Campbell’s*® V8® soup that help people easily enjoy more vegetables each day.

Additional Information

Visit www.V8counts.com to learn more about the V8 *Make Every Serving Count* Program and V8 products. For more information, visuals or to request product, please contact Sarah Kittel at 312.988.2043 or sakittel@webershandwick.com.

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¹ Casagrande SS, Wang Y, Anderson C, Gary TL. Have Americans Increased their Fruit and Vegetable Intake? The Trends Between 1988 and 2002. *Am J Prev Med* 2007; 32:257-63