



## FOR IMMEDIATE RELEASE

**Contact:** Juli Mandel Sloves  
Campbell Soup Company  
856-342-3717  
[juli\\_mandel\\_sloves@campbellsoup.com](mailto:juli_mandel_sloves@campbellsoup.com)

Sarah Kittel  
Weber Shandwick  
312-988-2043  
[sakittel@webershandwick.com](mailto:sakittel@webershandwick.com)

## V8<sup>®</sup> TEAMS UP WITH FEEDING AMERICA TO HELP NOURISH AMERICA'S HUNGRY

*Nick Lachey Helps Kick Off National "Make Every Serving Count"<sup>™</sup> Campaign  
To Provide More Than 30 Million Servings of Vegetables and Fruit to Those in Need*

**CAMDEN, NJ, September 9, 2008** – As the number of Americans who need help putting food on the table continues to rise in these tough economic times, so does the challenge to provide them with nourishing foods. That's why the V8<sup>®</sup> brand has teamed up with Feeding America's National Produce Program to help provide more than 30 million servings of fresh vegetables and fruit to those in need. The national *Make Every Serving Count*<sup>™</sup> campaign will help make it easier for Americans living at risk of hunger to obtain nutrient-rich fresh produce in their diet.

Today, Nick Lachey, a frequent supporter of Feeding America, helped launch the campaign by providing the first servings of fresh produce to recipients at the Food Bank For New York City's Community Kitchen of West Harlem.

"Last year, I went back to Cincinnati with Feeding America to see how hunger had been affecting my hometown. I witnessed firsthand how even the slightest contribution made a difference towards helping families in need," said Lachey. "I hope that by working with V8 and Feeding America, we can help further push this issue into the national spotlight and continue to show how important it is for all of us to get involved."

Through February 2009, purchasing V8<sup>®</sup> 100% juices and *Campbell's*<sup>®</sup> V8<sup>®</sup> soup will help support the brand's \$1 million donation, which will provide more than 30 million servings of fresh produce. With each dollar donated, V8 can provide a full week's worth of vegetables for one person.



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. Phil Zepeda, Vice President of Communications at Feeding America says the timing couldn't be better for this partnership, as they look to continue supporting initiatives like their National Produce Program, launched last year to help supply produce to food pantries across the country.

“Our approach to hunger is that it's not just about feeding people, it's about providing them with the best nourishment possible,” said Zepeda. “This new partnership with V8 will help to preserve our mission, as we put millions of servings of fresh produce on family tables across America.”

### **V8: Simple Solutions to Close the Vegetable Gap**

Research shows vegetables are essential to good health, helping to reduce risk factors for heart disease, diabetes and even help with weight management. Yet seven out of ten Americans don't get enough.<sup>1</sup> This is especially prevalent among those most in need.

“As a leader in providing authentic vegetable nutrition, supporting Feeding America's National Produce Program is an important step in our long-term journey to bridge the vegetable consumption gap,” said Darren Serrao, Vice President, Beverage Marketing, V8 Beverages. “Our goal is to ensure everyone has the ability to get more vegetables every day so we can help to promote better health for all Americans.”

For more than 75 years V8 has been committed to providing simple, innovative solutions to help consumers increase their daily vegetable intake. Today the portfolio of great-tasting, convenient products includes V8 100% vegetable juice, which provides two servings (1 cup) of vegetables in every 8-ounce glass, and V8 V-Fusion<sup>®</sup> 100% juice, a blend of vegetables and fruit juices with a sweeter taste, which provides a full serving of vegetables and a full serving of fruit in every 8-ounce glass. This year the brand also introduced new *Campbell's V8* soups, which provide a full serving of vegetables in every bowl.

---

<sup>1</sup> 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



For more information about the *V8 Make Every Serving Count* program and V8 products, visit [www.v8counts.com](http://www.v8counts.com).

### **About Feeding America (formerly named America’s Second Harvest)**

Feeding America is the largest charitable domestic hunger-relief organization in the United States. Through its network of more than 200 member food banks, Feeding America annually provides assistance to more than 25 million people in need, including more than 9 million children and nearly 3 million seniors in all 50 states, the District of Columbia and Puerto Rico. Each year, Feeding America secures and distributes more than 2 billion pounds of donated food and grocery products to support feeding programs at approximately 63,000 local charitable agencies, including food pantries, soup kitchens, emergency shelters, after-school programs, and Kids Cafes. To learn more, please visit [www.feedingamerica.org](http://www.feedingamerica.org).

### **About Campbell Soup Company**

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup, baked snacks, and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including “Campbell’s,” “Pepperidge Farm,” “Arnott’s,” and “V8.” For more information on the company, visit Campbell’s website at [www.campbellsoup.com](http://www.campbellsoup.com).