



**FOR IMMEDIATE RELEASE**

**September 28, 2021**

## **ARMSTRONG PARTNERS WITH COMMUNITY ORGANIZATIONS TO AVENGE HUNGER**

**Uniontown, PA** – Armstrong’s Breaking Bread Initiative is a year-round community program that supports food programs in areas where the telecommunications company provides service. The initiative is now in its 11<sup>th</sup> year, and for the last four years, Armstrong also has launched an early fall campaign, Avenge Hunger Month.

“September is Hunger Action Month, so we lined up Avenge Hunger Month (to coordinate) with Hunger Action Month,” Armstrong Community Marketing Manager Chip Rowan said.

Rowan said Avenge Hunger Month actually launches at the end of August and wraps up at the beginning of October, making it a five-week campaign, during which time the company strives to collect as much food as possible to distribute to food pantries and other hunger resources in its service area.

“We just have a big drive for the fall,” he said. “A lot of pantries need more as we head into the winter months. There is more demand, and it’s a good opportunity to stock the shelves.”

Rowan said Armstrong partners with organizations within its service communities. In Fayette County, he said, one of the company’s most crucial partners is Connellsville Area School District. The district holds food drives at its schools and also collects donations during high school football games.

He said each building holds contests in its classrooms to see which room can collect the most food and other necessary items. The room that amasses the most receives a popular prize.

“The homeroom that wins, Armstrong provides with Dairy Queen Blizzards,” Rowan said.

Connellsville already has a Caring Closet at its middle school – a place where students can go to pick up needed food and supplies free of charge. Rowan said at the end of Avenge Hunger Month, Armstrong makes sure the Caring Closet keeps whatever supplies it needs.

“The things they can’t use go to local food pantries,” he said. “We share that food with pantries throughout the whole service area.”

In the Connellsville area, that might be pantries in Leisenring or Bullskin, or Connellsville Area Community Ministries.

“We just kind of divide it up and split it up amongst the different areas,” Rowan said.

Rowan said with the COVID-19 pandemic, it has been more difficult for schools to collect food because of related issues such as quarantine. However, this year's collection total is on par with previous years and the campaign's two biggest weeks are yet to come.

"Most of our food comes in at the end," he said. "We have two more weeks to go, and those are usually our best weeks."

Rowan said each Armstrong office features a shopping cart where customers can donate to Avenge Hunger and Breaking Bread all year round.

Some of the most requested items include:

- Peanut Butter
- Low Sugar, Whole Grain Cereal
- Canned Tuna, Salmon, Chicken
- Granola or Breakfast Bars
- Fruit or Vegetable Juice
- Canned Beans, Soup, Stew, Chili
- Low Sodium Canned Vegetables
- Pasta & Rice
- Pet Food
- Cooking Oils (Olive and Canola)
- Canned Fruit in Water
- Apple Juice in Plastic Jars

Armstrong offices are open from 8 a.m. to 5 p.m. Monday through Wednesday and Friday and 9 a.m. to 5 p.m. Thursday. To learn more about the initiative, visit [www.armstrongonewire.com](http://www.armstrongonewire.com).

To learn more about Fayette County, visit [www.FayetteCountyPA.org](http://www.FayetteCountyPA.org).

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