



Peter Pan® Wants to Make Childhood Magical for All Children

USE THIS TOOLKIT FILLED WITH
information, note cards, a poster, and more to help you spread
magic to make a difference in the lives of children in need.

Nearly 17 million American children are at risk of not getting meals on a regular basis. In fact, 1 in 5 children doesn't get enough to eat to lead an active, healthy life. When children don't eat a balanced diet—even for a short time—they can develop problems with their physical, emotional, and cognitive development. Research indicates that even mild undernutrition experienced by young children during critical periods of growth impacts the behavior of children, their school performance, and their overall cognitive development.

Peter Pan Peanut Butter is spreading magic to make a difference in the lives of children and families by making a donation that will provide more than 1 million meals to Feeding America®—the country's largest domestic hunger-relief organization. Peter Pan also wants to raise awareness and get more people involved in the fight against this largely hidden problem. You and your family can join Peter Pan Peanut Butter in spreading magic to make a difference in the lives of hungry kids by participating in at least 1 of 5 easy ways to help us fight childhood hunger.

To get more information about childhood hunger in America, please [visit feedingamerica.org](http://feedingamerica.org).





Spread Magic to Make a Difference: 5 Easy Ways

- 1 Pack a Peanut Butter Sandwich Day.** Every Wednesday, we're encouraging people to pack a peanut butter sandwich as part of a nutritious lunch and donate the lunch money they saved to Feeding America®.
 - **Make a donation.** >
 - **Check out our poster designed to help encourage participation.** >
- 2 Donate food.** Every year, Feeding America provides food and groceries to Americans who struggle with hunger, but they also need help stocking shelves. In fact, peanut butter is one of the most requested products! Help Feeding America organize a neighborhood or school food drive.
 - **Get a food drive kit from ConAgra Foods®.** >
 - **Contact your local food bank to find out the best way to donate food.** >
- 3 Volunteer.** You can help out in your local community by sorting, boxing, and repackaging donated food. **Find out how to volunteer.** >
- 4 Spread the word.** Tell people about the problem of 1 in 5 children struggling with hunger. The more people who know about the problem, the better the chance of making a difference.
 - **Share on Facebook.** >
 - **Send a tweet on Twitter™.** >
- 5 Join the fight to end child hunger in America by joining a community of people who want to help.** You can become a fan of Peter Pan Peanut Butter and the ConAgra Foods® Foundation on Facebook to learn what we are doing. You can also join the Feeding America community by following it on Twitter and becoming a Facebook fan.
 - **Become a fan of Peter Pan Peanut Butter on Facebook.** >
 - **Become a fan of the ConAgra Foods Foundation on Facebook.** >
 - **Become a fan of Feeding America on Facebook.** >
 - **Join the Feeding America community by following it on Twitter.** >



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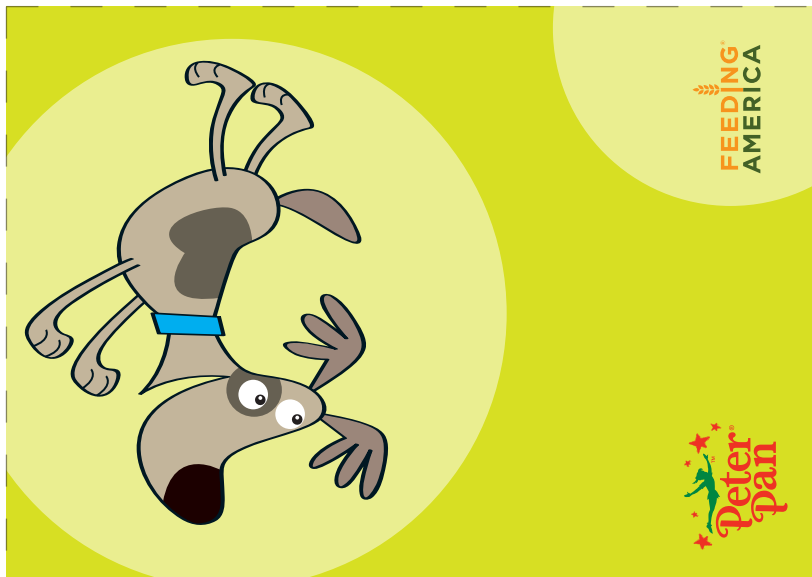


Peter Pan

Note Cards

Print out these handy note cards and write a note to your child when you pack his or her lunch on Pack a Peanut Butter Sandwich Day.

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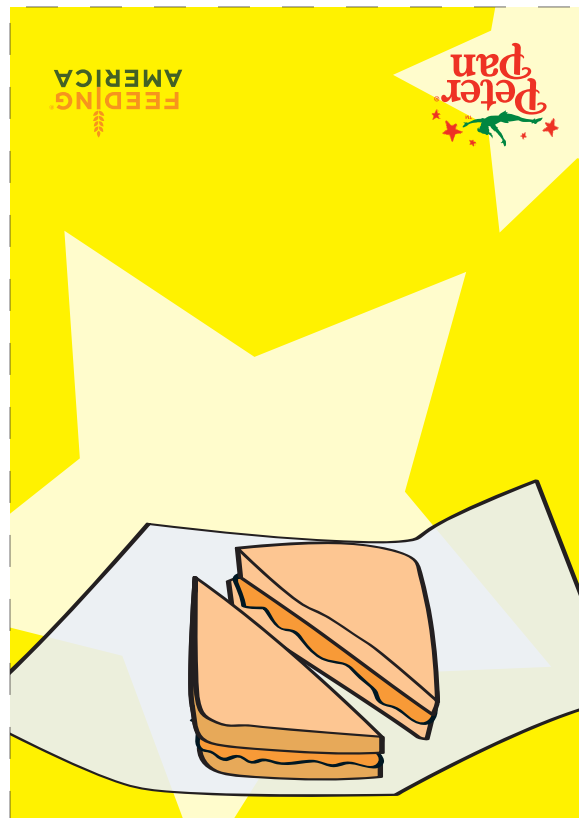


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Fight Child Hunger

Pack a Peanut Butter Sandwich Day



Did you know that 1 in 5 children in the United States—nearly 17 million—don't get enough food to live active, healthful lives?

Each Wednesday, join parents and children across America and pack a Peter Pan® Peanut Butter sandwich for lunch. Then, donate your lunch money to Feeding America® through Peter Pan Peanut Butter's website at PeterPanPB.com. Every dollar donated can provide up to 7 meals for people in need.

www.peterpanpb.com

Date: _____