



**FOR IMMEDIATE RELEASE**

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**STERLING HEIGHTS SHOPPERS LEARN TO BUY HEALTHY GROCERIES ON A BUDGET**

*Interactive Cooking Matters at the Store Tours Offered at Walmart*

**STERLING HEIGHTS, Mich.** –Shoppers at Walmart in Sterling Heights learned new skills for buying healthy food on a limited budget today, during a series of educational grocery shopping tours held in the store. The Cooking Matters at the Store tours, developed by the anti-hunger nonprofit Share Our Strength and administered locally by Gleaners Community Food Bank, were led by Walmart associates and others who taught shoppers to compare unit prices, read food labels, identify whole grains, and buy fruits and vegetables on a limited budget. After the tour, 25 participants received a \$10 gift card and utilized the skills they learned to buy ingredients to make a healthy meal for a family of four on a budget.

“Walmart is proud to sponsor such a unique event that allows our customers to gain a better understanding of how healthy options can be affordable and delicious,” said Holly Flaker, Senior Facilitator, Field Talent Developer, Walmart. “We are constantly seeking ways to help our customers save money and live better.”

Cooking Matters at the Store is an interactive grocery store tour that teaches low-income families to shop for healthy, affordable food. Participants learn to identify whole grain products, buy fruits and vegetables on a tight budget, compare unit prices, and read food labels. Cooking Matters at the Store was designed specifically for low-income adults and parents, with one tour tailored to foods in the state WIC program. Free materials are available in English and Spanish. Cooking Matters is part of the No Kid Hungry® campaign, working to end childhood hunger in America by connecting kids in need with nutritious food and teaching families to cook healthy, affordable meals. Cooking Matters at the Store is nationally sponsored and generously supported by Walmart and the ConAgra Foods Foundation.

In early 2012, the Walmart Foundation announced a \$4 million grant to Share Our Strength to support the expansion of Cooking Matters at the Store tours across the United States and to reach low-income families with hands-on cooking demonstrations and shopping and nutrition education in six-week Cooking Matters courses. After completing a Cooking Matters at the Store tour, 54 percent of participants say they intend to compare unit prices to get the best deal and 56 percent say they will seek out whole grains on ingredient lists.

For a video tour, or to learn more, visit [CookingMatters.org](http://CookingMatters.org).

#### **ABOUT SHARE OUR STRENGTH'S COOKING MATTERS**

Share Our Strength's Cooking Matters teaches families at risk of hunger how to get more food for their money and better nourishment from those foods, as part of the No Kid Hungry campaign to end childhood hunger in America. Volunteer culinary and nutrition experts lead six-week cooking and nutrition courses and hour-long Shopping Matters® grocery store tours where participants learn how to select nutritious and low-cost ingredients and prepare them in delicious and healthy ways. Cooking Matters is nationally sponsored by the ConAgra Foods® Foundation and Walmart. For more information, visit [CookingMatters.org](http://CookingMatters.org).

#### **ABOUT PHILANTHROPY AT WALMART**

Walmart and the Walmart Foundation are committed to helping people live better through philanthropic efforts. By operating globally and giving back locally, Walmart is uniquely positioned to address the needs of the communities it serves and make a significant social impact within its core areas of giving: Hunger Relief and Nutrition, Sustainability, Career Opportunity and Women's Economic Empowerment. Walmart and the Walmart Foundation are leading the fight against hunger in the United States with a \$2 billion commitment through 2015. Walmart has donated more than one billion meals to those in need across the country. To learn more about Walmart's giving, visit [foundation.walmart.com](http://foundation.walmart.com).

#### **ABOUT GLEANERS COMMUNITY FOOD BANK**

Founded in 1977, Gleaners is one of the oldest and largest food banks in the country. Today it distributes more than 46 million pounds of emergency food annually, equivalent to 100,000 meals per day. Headquartered in Detroit, Gleaners operates a total of five distribution centers in Wayne, Oakland, Macomb, Livingston and Monroe counties, which provide food to 558 partner soup kitchens, food pantries, shelters and other agencies throughout southeastern Michigan. Of every dollar donated, Gleaners uses 93 cents for food and food programs. One dollar provides three meals for a hungry neighbor. Learn more at [www.gcfb.org](http://www.gcfb.org).

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