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FOR IMMEDIATE RELEASE

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NUTRIKIDS MAKES MAJOR DONATION TO FOODLINK'S BACKPACK PROGRAM

Rochester, NY —Local company LunchByte Systems, best known for its K-12 school food service management software “NUTRIKIDS,” has made a major donation to the area food bank’s Backpack program. The company has committed \$500,000 over the next two years to help expand the program.

Foodlink’s Backpack Program is designed to meet the needs of hungry children at times when other resources are not available, such as weekends and school vacations. Backpacks are filled with food that is child-friendly, nonperishable and easily consumed; bags are discreetly distributed to children on the last day before the weekend or holiday vacation.

LunchByte Systems, Inc., the home of NUTRIKIDS, is headquartered in Rochester, NY with 70 staff members. Founded in 1989, the company provides school food service management software products, services and support to schools in all 50 states across the country. NUTRIKIDS is used in over 8,000 school districts and the company has trained more than 12,000 school food service professionals nationwide.

“Foodlink and NUTRIKIDS’ missions are grounded in the belief that children need and deserve quality, nutritious food in order to learn, grow and lead productive lives. When we learned about Foodlink’s child nutrition programs and their goal of ensuring that no child goes hungry on weekends, we knew that this cause was deeply connected to our own work,” said President Colin Sheridan.

“We have made a two-year commitment to provide the necessary funds to expand infrastructure and develop the program so that it reaches as many children in the Greater Rochester and Finger Lakes region as possible. Our hope is that other successful companies will do the same; even smaller organizations can make a difference by giving back and sponsoring just one school.”

Foodlink currently operates the program at 12 schools, and has distributed nearly 8,000 bags since the beginning of this school year. Foodlink plans to use the NUTRIKIDS donation to purchase a truck that

can deliver backpacks to schools throughout their ten-county service area, and to double the number of schools they serve each year over the next five years. Foodlink is specifically targeting schools in which over 50% of the students are eligible for free or reduced lunch.

Tom Ferraro, Executive Director and Founder of Foodlink, said, “We could not be more honored or inspired by NUTRIKIDS’ generous donation. We are deeply grateful for the commitment they have made to fight childhood hunger in our community by supporting the Backpack Program, and for their efforts in challenging others to do the same. We look forward to continuing our history of success through the expansion of this innovative program, and to an exciting and impactful partnership with NUTRIKIDS.”

For more information, or to learn how your company can sponsor the Backpack Program at an area school, contact: jtedesco@foodlinkny.org; Phone: 585-328-3380.

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Foodlink, the regional food bank, provides food, nutrition, education, and resources in Central and Western New York. As a member of Feeding America, Foodlink rescues and redistributes over 11 million pounds of food to 450 human service agencies in the Central and Western New York region. While the distribution of food to reduce hunger remains the foundation of Foodlink’s activities, the mission is more holistic: to provide hunger relief, eliminate the root causes of hunger, improve health and promote economic development.