



For Immediate Release:

September 24, 2024

Tackle Hunger Food Drive Prevails

CHEYENNE, WYO – Over 21,800 pounds of food were donated to Wyoming anti-hunger organizations through the Tackle Hunger Food Drive. The food drive was a partnership between Wyoming First Lady Jennie Gordon’s Wyoming Hunger Initiative, Blue Cross Blue Shield of Wyoming (BCBSWY), Ridley’s Family Markets, and the University of Wyoming to fight food insecurity. The generosity of individuals and food collected continues to increase each year. This is the fourth year for Tackle Hunger, which collected approximately 42,000 pounds of food combined from the previous three food drives.

In addition to the nonperishable items donated across the state, and in support of Hunger Action Month, BCBSWY made a \$50,000 donation to Wyoming Hunger Initiative.

“It was amazing to see the support to fight food insecurity in Wyoming at the opening University of Wyoming Cowboy football game. The Ridley’s Family Market sold out their premade food bags before kickoff.” said Diane Gore, BCBSWY president and CEO. “Blue Cross Blue Shield of Wyoming is committed to helping our neighbors across the great state of Wyoming and partnering with Wyoming Hunger Initiative ensures all twenty-three counties are impacted. We are extremely thankful to our team, First Lady Jennie Gordon, Ridley’s Family Markets, and the University of Wyoming.”

“This partnership with Blue Cross Blue Shield of Wyoming and the University of Wyoming showcases the commitment this state has to alleviating hunger in Wyoming. Hunger heroes come in all forms and together, we can make a difference,” says First Lady Jennie Gordon.

About Wyoming Hunger Initiative

Wyoming Hunger Initiative is the official initiative of Wyoming's First Lady Jennie Gordon and is governed by the Board of Directors of the Wyoming Governor's Residence Foundation, a registered 501(c)(3) nonprofit organization. Visit www.nohungerwyo.org to learn more about Wyoming Hunger Initiative.

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