



## Ferrero Co. fights child hunger in U.S.

One of the world's largest confectionery companies, The Ferrero Co., is partnering with Share Our Strength for the second year in a row to fight childhood hunger in America. As part of the partnership, Ferrero will donate \$150,000 to the organization and generate a consumer awareness campaign. Packages of *Ferrero Rocher* chocolates, *Rondnoir* dark chocolates, *Collection* assorted confections and in-store displays will feature the partnership. In addition, Ferrero will make a \$1 donation for each message sent on [www.ShareSomethingSweet.com](http://www.ShareSomethingSweet.com) up to \$10,000. The company will also donate \$1 for every new member on Ferrero's fan page on Facebook.com up to \$1,000.

"Ferrero is honored to continue its partnership with Share Our Strength and is committed to helping eradicate childhood hunger in our own backyard," says Don Stohrer, category manager, Ferrero USA. "Through multi-dimensional, broad-ranging interactive initiatives, we aim to generate even greater awareness of this significant issue and encourage consumers to join us in sharing the sweetest gift of all: helping those in need."