



Armstrong Will Avenge Hunger In September

Grove City, PA – September 3, 2020 – For the third straight year, Armstrong will conduct Avenge Hunger Month during September with the goal of gathering resources for community feeding programs as part of their ongoing Breaking Bread initiative. The timing for Avenge Hunger Month is deliberate; September is National Hunger Action Month and the need for food is higher during the last quarter of the year. While many of the Armstrong stores will collect non-perishable food donations for local feeding programs, monetary donations are encouraged to maintain social distancing.

The COVID-19 pandemic has changed many things this year, including Avenge Hunger Month. With an increased need and reduced incoming donations, community feeding programs have a higher than normal need this year. Additionally, given the unique circumstances, Armstrong will focus on a virtual race called the Avenge Hunger Virtual 5K. Participants can run, walk, treadmill, or bike from any location they choose. Participants young and old are encouraged to dress as their favorite superhero and post photos on social media using **#AvengeHunger5K**, adding some fun to the event.

“The community feeding programs will be the real winners in this race,” stated Armstrong Community Marketing Manager, Bree Freehling, “Armstrong is going to provide donations for the top three times, to the food pantry of the racers’ choice.” A donation of \$250 in honor of first place, \$150 for second and \$75 for third will be added to the contributions that come from the race fees and other donations. To register for the race visit ArmstrongOneWire.com/BreakingBread and click on the ‘Sign Up Today’ button. Race participation is during the entire month of September, with the registration deadline on September 23, 2020. “Participants will receive a medal for their participation,” continued Freehling, “to show that they have helped Avenge Hunger in their community.”

For the 2018 and 2019 Avenge Hunger Month drive Armstrong collected a combined total of 82,447 pounds of food and \$25,339 in monetary donations to share with nearly 220 community feeding programs.

The Breaking Bread initiative is celebrating 10 years of supporting community feeding programs in areas where Armstrong provides service. Armstrong’s Breaking Bread is a four-pronged approach to giving by providing food, money, time, and awareness. Most importantly, Armstrong raises awareness about the need for food in the community. Armstrong has donated thousands of branded commercials to promote this need in our communities, as well as via social media, email and the Armstrong Neighborhood Channel.

About Armstrong

Armstrong provides industry leading high-speed ZOOM Internet with Enhanced Wi-Fi, advanced television powered by EXP, and telephone services to residential and commercial customers in Pennsylvania, Ohio, New York, West Virginia, Maryland, and Kentucky. Armstrong is America’s 11th largest cable television provider, according to SNL Kagan, an offering from S&P Global Market Intelligence.

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