

## **NBC 4 NEW YORK, TELEMUNDO 47 AND STOP & SHOP TEAM UP TO DELIVER 1.9 MILLION MEALS FOR FAMILIES IN NEED**

***More than 240 tons of non-perishable goods collected for eight local food banks, enough to fill six tractor trailers***

**NEW YORK, NY** – (May 1, 2018) – Securing 1.9 million meals for local families in need and restocking eight local food banks with more than 240 tons of needed non-perishable goods, NBC 4 New York and Telemundo 47 announced the final results for their second annual *Feeding Our Families / Alimentando a Nuestras Familias* food drive on Saturday, April 28. Hosted in partnership with Stop & Shop Supermarkets, 254 individual Stop & Shop store locations in New York, New Jersey and Connecticut served as community collection sites for the station's massive, one-day food collection campaign.

Saturday's totals also doubled the results from the stations' 2017 inaugural food drive. Last year, the stations' first *Feeding Our Families / Alimentando a Nuestras Familias* food drive generated 900,000 meals and more than 120 tons of non-perishable goods for local families in need.

"WNBC is committed to fighting hunger and making a difference in every community we serve. On Saturday, we did just that. Together with our partners at Telemundo 47, we launched a massive, one day call-to-action unprecedented for our stations in both size and scope. I would like to thank our viewers for participating and donating; nearly two million meals will now be delivered to local families in need," said Eric Lerner, President and General Manager of NBC 4 New York.

With food banks facing their greatest need between the months of January and August, all non-perishable donations were delivered to eight participating food banks for direct distribution to local families. The participating food banks include the Connecticut Food Bank, Community Food Bank of New Jersey, Fulfill Food Bank, Food Bank for New York City, Feeding Westchester, Food Bank of the Hudson Valley, Food Share Food Bank of Hartford and the Island Harvest Food Bank.

"*Alimentando a Nuestras Familias* was the largest, most successful community initiative in our station's history. Working together with WNBC and our partners at Stop & Shop, our viewers' generosity will help our area food banks, families and children. The results are truly remarkable and will make a difference for so many across our region," said Cristina Schwarz, President and General Manager of Telemundo 47.

On the day of the food drive, more than 1,000 volunteers, including anchors, reporters and staff from NBC 4 New York and Telemundo 47, as well as Stop & Shop associates and representatives from local area food banks helped to collect non-perishable goods at Stop & Shop's Tri-State locations. Stop and Shop also donated \$50,000 to support the work of the participating Tri-State food banks.

"Stop & Shop was proud to support the 2018 Feeding Our Families / Alimentando a Nuestras Familias food drive in partnership with NBC 4 New York and Telemundo 47 in 254 of our store locations throughout New York, New Jersey and Connecticut. We would like to thank our customers, associates and volunteers for making the drive such an overwhelming success which will help so many of our neighbors facing food insecurity.," said Phil Tracey, Stop & Shop Director of Community Relations.

Stop & Shop is the Tri-State's largest supermarket and has been a strong partner of area food banks and hunger relief organizations for decades. Stop & Shop shares in their food bank partner's mission to feed our neighbors in need and help put an end to hunger. Each year, Stop & Shop donates millions of meals to communities throughout the tri-state area.

For more information about NBC 4 New York and Telemundo 47's April 28 *Feeding Our Families / Alimentando a Nuestras Familias* food and volunteer drive, please visit [NBCNewYork.com](http://NBCNewYork.com), [Telemundo47.com](http://Telemundo47.com), [StopandShop.com](http://StopandShop.com) or any participating food bank or food rescue organization.

### **About NBC 4 New York / WNBC**

NBC 4 New York / WNBC is the flagship station of the NBC Owned Television Stations division of NBCUniversal, serving the New York Tri-State area with an unparalleled commitment to broadcast excellence for more than 75 years.

The station features New York's largest investigative reporting team, the *I-Team* and includes Edward R. Murrow and Emmy Award-winning journalists who successfully track down the answers to the questions most important to viewers. NBC 4 New York's consumer franchise *Better Get Baquero* returns every call, responds to every message and has recovered more than \$4 million for consumers.

*Storm Team 4*, the station's trusted weather team, utilizes the most accurate and the most powerful weather technology available to keep Tri-State viewers informed and safe when severe weather strikes. This includes *StormTracker 4*, the only commercial high-frequency S-Band dual polarization fixed Doppler weather radar operating in the Northeast.

In addition to NBC 4 New York's primary channel, other programming outlets include COZI TV, the station's multicast channel, and out-of-home platforms, including TV screens in taxi cabs, elevators and aboard New York-New Jersey PATH trains. The station also delivers news and information across all platforms, including its dedicated website, mobile app and social media platforms. For more information about NBC 4 New York, visit [NBCNewYork.com](http://NBCNewYork.com).

### **About Telemundo 47 New York / WNJU**

The 2017 New York Emmy® Award winner for top morning and top evening newscasts, Telemundo 47 / WNJU is the local Telemundo television station serving Spanish-speaking viewers in New York, New Jersey and Connecticut for more than 50 years. The Tri-State's Spanish-language broadcasting channel for soccer, Telemundo 47 will offer exclusive Spanish-language coverage of the 2018 FIFA World Cup™ tournament. Delivering more than 27 hours of locally-produced news, information and entertainment programming each week, Telemundo 47 offers comprehensive breaking news coverage and features the New York market's only team of bilingual meteorologists, *La Autoridad en El Tiempo*, who use cutting-edge technology to keep viewers and their families safe and informed. This includes *Tele Doppler 47, con tecnología S band*, the most powerful and most accurate weather technology available. Telemundo 47's local consumer investigative unit, *Telemundo Responde*, returns every telephone call, responds to every electronic inquiry and has recovered nearly \$1.5 million for local viewers.

The station also features *Acceso Total*, the region's only local entertainment variety program with TeleXitos, the station's multicast network, offering viewers many beloved, iconic television series in an easy-to-watch, comfortable Spanish-language format. As a station, Telemundo 47 demonstrates its commitment to the communities it serves by cultivating local partnerships with organizations that reflect the diversity of the local market. Telemundo 47 also provides news and information across all platforms, online at [Telemundo47.com](http://Telemundo47.com), and via its dedicated mobile app and across social media.

### **About Stop & Shop**

The Stop & Shop Supermarket Company LLC employs over 61,000 associates and operates 410 stores throughout Massachusetts, Connecticut, Rhode Island, New York and New Jersey. The company helps support local communities fight hunger, combat childhood cancer and promote general health and wellness – with emphasis on children's educational and support programs. In its commitment to be a sustainable company, Stop & Shop is a member of the U.S. Green Building Council and EPA's Smart Way program and has been recognized by the EPA for the superior energy management of its stores. Stop & Shop is an Ahold Delhaize company. To learn more about Stop & Shop, visit [stopandshop.com](http://stopandshop.com) or [facebook.com/stopandshop](https://facebook.com/stopandshop).

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