

FEEDING OUR HUNGRY

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Helping Combat Childhood Hunger In America

(NAPSA)—Childhood hunger is growing at an alarming rate. In fact, according to the U.S. Department of Agriculture, 13 million kids live in households that do not have an adequate supply of food.

With numbers on the rise, Americans are looking for an opportunity to help feed hungry children across America. One brand is making it easier than ever to join in the fight. Families have a chance to donate every time they purchase a specially marked package of Parkay® through April 1, 2004. Simply take the 10-digit Pledge Code on the package, visit www.parkay.com and follow the online instructions. The company will contribute 25 cents for each Pledge Code entered, with a maximum donation of \$50,000. Donations will support the ConAgra Foods Feeding Children Better Foundation.



By purchasing a favorite spread, consumers can help feed America's children.

involved in the fight against childhood hunger," said Scott Lerner, Parkay brand manager.

As the national sponsor of the Kids Cafes program, ConAgra Foods Feeding Children Better Foundation has opened more than 115 new Kids Cafes across the country. Kids Cafes are after-school meal programs that provide free, hot, nutritious meals to hungry children in a safe environment.

Parkay, a brand of ConAgra Foods, has been one of America's most trusted brands since 1937 and continues to be rated one of the best-tasting spreads in America. The product line includes Parkay in stick, soft, squeeze and spray forms. In addition, it is available in three varieties: Original, Light and Calcium.

How to Take The Parkay Pledge™

- Purchase any specially marked Parkay product
- Visit www.parkay.com and enter the 10-digit Pledge Code
- The brand will donate 25 cents for each Pledge Code entered to ConAgra Foods Feeding Children Better Foundation, with a maximum donation of \$50,000
- The Pledge runs through April 4, 2004



"As one of America's most trusted brands, we are introducing The Parkay Pledge as a way to get