

Local food bank “earns” 132,510 pounds of food through social media campaign

In an effort to build upon its philanthropic efforts in Wisconsin and ease the toll the holidays take on food banks, Midwest retailer Meijer today donated two semi-trucks and trailers full of food to **Feeding America Eastern Wisconsin**, a food bank dedicated to distributing food to 1,000 food pantries, meal programs and other nonprofit agencies in eastern Wisconsin.

Meijer committed to filling the donated trucks with 5 pounds of food for every use of the hashtag #MeijerGivesWI on a social media campaign that kicked off earlier this week. Feeding America Eastern Wisconsin rose to the challenge, working with supporters to mention the hashtag a total of 770 times on Twitter and liking/sharing 5,732 times on Facebook, raising a total of 32,510 pounds of donated food to stock the food bank during this critical time of post-holiday giving.

Instead of just donating the amount of food generated from the campaign, the Grand Rapids, Mich.-based retailer announced it was donating an additional 100,000 pounds of food to Feeding America Eastern Wisconsin.

Read more about the [Wisconsin truck donation to Feeding America Eastern Wisconsin](#).

<https://meijercommunity.com/2014-01-14-Meijer-Donates-Trucks-Trailers-and-Food-to-Feeding-America-Eastern-Wisconsin>