



End Child Hunger

Support Your Local Food Bank Backpack Program

Partner with Local Food Banks

Leonard Bus Sales is partnering with regional food banks across New York to help eradicate child hunger by supporting regional food bank hunger programs, such as backpack and food pantry programs for children.

Backpack programs and similar school-based meal initiatives provide food to children when they are not in school – especially weekends.

Instead of spending money on promotional giveaways at industry conferences and events, Leonard Bus Sales decided to establish a partnership with local food banks and dedicate those resources to helping hungry children.

Leonard Bus Sales is also encouraging folks to support their local food banks.

Get the Facts

Hunger threatens a child's development and ability to succeed

- Proper nutrition feeds positive physical and mental development
- Hungry children have a tougher time focusing on school and their future
- Proper nutrition can lead to better academic and economic achievement
- Backpack and similar meal programs discretely provide meals to children when they are not in school



Backpack Meal Program

Backpacks have long been a symbol of independence and empowerment. From hiking to going to school, a child's backpack is an essential tool that is used almost daily. Today, the backpack symbolizes even more.

Established by Feeding America, the national Backpack program provides meals to over 450,000 children in need during the time they are not at school. The food is usually discretely distributed at the end of the school day.

Leonard Bus Sales shares this common mission and has partnered with regional food banks to help eradicate child hunger and ensure they have access to healthy food.

Leonard Bus Sales will donate one "backpack" per event attendee for each of the events it attends. The seven participating food banks will be provided a proportionate share of the meals donated based on the number of children they serve.

The Numbers

13 million children are threatened by hunger in the US

1 in 4 children in the State of New York face hunger

57 counties are served by the partnership between Leonard Bus Sales and 7 regional food banks

22,000 children per week receive food from participating regional food banks

4,000 is the approximate number of meals Leonard Bus Sales will sponsor per year

"Our company has been committed to providing safe school buses to protect children for over fifty-years," said Leonard Bus Sales Vice President, Jon Leonard.

"Partnering with regional food banks to provide meals for kids in need is just an extension of that commitment."



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Support Your **Local Food Bank Backpack Program**

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www.leonardbus.com