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MISSION-DRIVEN FOOD COMPANY COLLABORATES WITH ATLANTA COMMUNITY FOOD BANK ON NEWLY LAUNCHED PRODUCT

ATLANTA, GA (January 6, 2020) — The [Atlanta Community Food Bank](#) and nationally distributed food company, [The Soulfull Project](#), have partnered on the exciting launch of a new product: Apple Cinnamon hot cereal with rolled oats, red quinoa and black chia. The Atlanta Community Food Bank is featured on the hot cereal's packaging, displaying original photography shot in the Food Bank's product rescue center (PRC).

The Soulfull Project, a mission driven company, takes a localized approach to giving back so that consumers can make a direct impact on their communities. For every serving of The Soulfull Project's hot cereal purchased, they will donate a serving of their cereal to a food bank in the region where it is purchased. Nationally, they've donated over 1 million servings to date.

The Atlanta Community Food Bank and The Soulfull Project have previously collaborated through an annual service-focused media event, The Great Summer Dish, held at the Food Bank. This event brings media personalities together to pack backpacks with child-friendly foods for children who are out of school during the Summer months — a time when children, especially those on free or reduced school meal programs, are less likely to have all of the nutritious food they need. Attendees at last year's Summer Dish event sorted and packed 1,000 backpacks, all of which included donated hot cereal from The Soulfull Project. Due to the on-going spread of the coronavirus, this year's Summer Dish is postponed until further notice.

"We are so excited to continue our collaborative partnership with a company that was founded on the belief that one person can make a difference to fight against hunger," said Heather Schlesinger, Chief Marketing Officer at the Atlanta Community Food Bank.

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About The Atlanta Community Food Bank

The Atlanta Community Food Bank works to end hunger with the food, people and big ideas needed to ensure our neighbors have the nourishment to lead healthy and productive lives. Far too many people in our own community experience hunger every day, including children, seniors and working families.

Through more than 700 nonprofit partners, we help more than 755,000 people get



healthy food every year. Our goal is that all hungry people across metro Atlanta and North Georgia will have access to the nutritious meals they need when they need them. It takes the power of our whole community to make that possible. Join us at ACFB.org.

About The Soulfull Project

The Soulfull Project, a Certified B Corporation, is a mission-focused start-up dedicated to making high-quality, nutritious food more accessible to those in need. For every serving of their delicious multigrain hot cereal purchased, they donate a serving of their 4 Grain Blend to a food bank in that region. The Soulfull Project offers multi-grain hot cereal in individual cups, multi-serve re-sealable bags and multi-serve cartons of individual packets. Every hot cereal is made with wholesome ingredients such as steel cut oats, rye, quinoa, nuts, flax, chia, dried fruits and seeds. The products are vegan, Non-GMO Project Verified, Whole Grain Stamp-approved, and contain no artificial flavors or colors. Visit www.soulfullproject.com to learn more.