



For Immediate Release:

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Tackle Hunger Effort Delivers in a Big Way

CHEYENNE, WYO – In a powerful show of community support, more than 27,400 pounds of food were collected and donated to anti-hunger organizations across Wyoming through this year's Tackle Hunger Food Drive.

Now in its fifth year, the Tackle Hunger campaign continues to grow in impact and reach. The annual drive is a collaborative effort between Wyoming First Lady Jennie Gordon's Wyoming Hunger Initiative, Blue Cross Blue Shield of Wyoming (BCBSWY), Ridley's Family Markets, and the University of Wyoming. Together, these partners are working to combat food insecurity and ensure that no Wyomingite goes without access to nutritious food.

Since its inception five years ago, Tackle Hunger has collected a combined total of approximately 91,500 pounds of nonperishable food to include 27,400 pounds in 2025 alone. The increasing generosity of Wyoming residents and supporters continues to drive the campaign's success year after year.

To further support the cause and in recognition of Hunger Action Month, BCBSWY made a generous \$50,000 contribution to the Wyoming Hunger Initiative. This financial support will help fund innovative, community-based solutions to hunger and strengthen the statewide response to food insecurity.

"The outpouring of support from individuals, families, and organizations across the state reflects the true spirit of Wyoming," said First Lady Jennie Gordon. "Each donation, large or small, brings us one step closer to ensuring no one in our state goes hungry."

"For 80 years, Blue Cross Blue Shield of Wyoming has been committed to doing the right thing for our community and members and the tackle hunger partnership is one example of this. The

generosity shown across the state of Wyoming was overwhelming. The amount of food collected was over 25% more than the previous year. We are extremely thankful to all that participated.” said Diane Gore, BCBSWY president and CEO.

Tackle Hunger exemplifies what’s possible when communities unite for a common cause—and with continued support, the initiative is poised to make an even greater impact in the years to come.

About Wyoming Hunger Initiative

Wyoming Hunger Initiative is a statewide nonprofit organization dedicated to finding and supporting Wyoming-based solutions to the challenge of food insecurity, which affects approximately 83,000 residents. Originally launched in October 2019 as the official initiative of First Lady Jennie Gordon, Wyoming Hunger Initiative has since grown into an independent 501(c)(3) nonprofit organization. Today, it continues its mission through collaboration, advocacy, and investment in community-driven efforts across the state. For more information, visit www.nohungerwyo.org.

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