



Wyoming Hunger Initiative partners with Blue Cross Blue Shield of Wyoming to Tackle Hunger at Cowboy Football opening game

CHEYENNE, WYO – First Lady Jennie Gordon’s Wyoming Hunger Initiative and the Wyoming Governor’s Residence Foundation are partnering with Blue Cross Blue Shield of Wyoming to fight food insecurity at the University of Wyoming’s football home opener on September 4 in Laramie.

Blue Cross Blue Shield of Wyoming takes its responsibility to the health and wellness of communities statewide seriously, and chose the issue of food insecurity to highlight through their game sponsorship. As a result of this partnership, increased awareness and action will help reduce this too-often invisible problem in Wyoming. Football fans are encouraged to bring nonperishable food items to the game on September 4 in Laramie to drop off at designated donation sites at the indoor practice facility or tailgate parking lot. For every pound of food donated, Blue Cross Blue Shield of Wyoming will donate \$1 to Wyoming Hunger Initiative, up to a maximum of \$50,000. All items will benefit Food Bank of Wyoming.

“This partnership with Blue Cross Blue Shield of Wyoming and the University of Wyoming showcases the commitment this state has to alleviating hunger in Wyoming. Hunger heroes come in all forms and together, we can make a difference,” says First Lady Jennie Gordon.

Donation pallets will also be available at each Blue Cross Blue Shield of Wyoming Member Center across the state beginning August 16 for those who can’t attend the game. Member Centers are located in Casper, Cheyenne, Cody, Gillette, Jackson, Laramie, Riverton, Rock Springs, and Sheridan.

“We have worked closely with First Lady Jennie Gordon since the early days of the pandemic to ensure Wyomingites have had access to food. With thousands of Wyoming children and families struggling with food insecurity, this is a cause near and dear to us. Blue Cross Blue Shield of Wyoming continues to look forward to supporting and growing this relationship for the benefit of our Wyoming friends and neighbors,” says Blue Cross Blue Shield of Wyoming President and CEO, Diane Gore.

About Wyoming Hunger Initiative

Wyoming Hunger Initiative seeks to find and support Wyoming solutions to the challenge of food insecurity, which affects approximately 86,000 residents statewide. Launched in October 2019, Wyoming Hunger Initiative is the official initiative of Wyoming’s First Lady Jennie Gordon and is governed by the Board of Directors of the Wyoming Governor’s Residence Foundation, a registered 501(c)3 nonprofit organization. For more information, visit www.nohungerwyo.org.

About Blue Cross Blue Shield of Wyoming

Blue Cross Blue Shield of Wyoming (BCBSWY), a not-for-profit health insurer and an independent licensee of the Blue Cross and Blue Shield Association, provides access to high quality health care coverage, services and programs to help our members make the best health care decisions and get the best care. With 10 locations in Wyoming, BCBSWY provides hometown service to residents and businesses while serving people and charitable organizations in communities around the state. Learn more at BCBSWY.com.

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