



# Upcoming UW Basketball Game to spotlight Wyoming Hunger Initiative's #heartsforhunger campaign

**Cheyenne, WYO** - First Lady Jennie Gordon's Wyoming Hunger Initiative is teaming up with Blue Cross Blue Shield of Wyoming (BCBSWY) to launch the 2023 #heartsforhunger campaign on January 7, 2023, at the University of Wyoming Men's Basketball game against San Diego State University.

The third annual #heartsforhunger fundraising campaign is an opportunity to support Wyoming Hunger Initiative by purchasing a heart for only \$5. Donors' names will be added to each heart purchased; all hearts will be displayed in the Wyoming State Capitol while the Wyoming State Legislature is in session in February 2023. Proceeds from the campaign fund infrastructure grants distributed by Wyoming Hunger Initiative to anti-hunger organizations statewide.

"Food insecurity is too often an invisible problem in Wyoming and beyond. We created our #heartsforhunger campaign to raise awareness and action while creating an opportunity for everyone to make a difference—small donations add up quickly! Our most recent #heartsforhunger campaign raised enough money that Wyoming Hunger Initiative was able to offer four additional infrastructure grants in 2022," said First Lady Jennie Gordon.

Blue Cross Blue Shield of Wyoming will match #heartsforhunger donations for the first 1,000 hearts sold. Hearts may be purchased online at [www.nohungerwyo.org/heartsforhunger](http://www.nohungerwyo.org/heartsforhunger) beginning January 7. Representatives from Blue Cross Blue Shield of Wyoming and Wyoming Hunger Initiative will be on site at Arena-Auditorium in Laramie on January 7 with hearts for sale on game day.

Blue Cross Blue Shield of Wyoming is also sponsoring a giveaway package through UW for a VIP experience to a UW basketball game, which includes courtside basketball tickets, hotel room, and a gift card to a restaurant in Laramie. Please stop by the booth selling hearts for hunger at the AA on January 7, 2023 to enter.

“Increasing awareness about food insecurity in Wyoming continues to be a team effort between Blue Cross Blue Shield of Wyoming and Wyoming Hunger Initiative. BCBSWY recognizes good nutrition is key to our well-being and the #heartsforhunger campaign assists in providing nourishment to people that live in Wyoming,” said Blue Cross Blue Shield of Wyoming President and CEO Diane Gore.

Blue Cross Blue Shield of Wyoming, along with the BCBSWY Caring Foundation, has contributed more than \$300,000 to Wyoming Hunger Initiative since the start of the COVID-19 pandemic in 2020. All proceeds have directly benefited Wyoming residents facing food insecurities. Most recently, BCBSWY partnered with Wyoming Hunger Initiative and Ridley’s Family Markets to donate more than 20,000 pounds of food to food pantries across the state during the Tackle Hunger Food Drive at the University of Wyoming football home opener in September 2022.

### **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](http://www.nohungerwyo.org).*

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