



For Immediate Release:

August 28, 2023

Join us to Tackle Hunger this Weekend

CHEYENNE, WYO – Blue Cross Blue Shield of Wyoming is once again partnering with Wyoming Hunger Initiative, Ridley’s Family Markets, and the University of Wyoming to tackle hunger. Football fans are encouraged to stop by the Ridley’s Family Markets booth located in the University of Wyoming Indoor Practice Facility on September 2 in Laramie to purchase a food bag from Ridley’s Family Markets. Last year, over 20,000 pounds of food was donated to local anti-hunger organizations in Wyoming.

Nonperishable food donations are also being accepted at Blue Cross Blue Shield of Wyoming (BCBSWY) Member Centers and Ridley’s Family Markets across Wyoming from now until September 1. All items will benefit local anti-hunger organizations.

“Food insecurity exists in Wyoming and together we can tackle this challenge,” said Diane Gore, BCBSWY president and CEO. “Blue Cross Blue Shield of Wyoming continues our commitment to improving the health and wellness of lives across the great state of Wyoming. We are extremely thankful to partner with First Lady Jennie Gordon, Ridley’s Family Markets, and the University of Wyoming for this community-driven effort.”

Additionally, BCBSWY will donate \$1 for every pound of food donated at the game at Ridley’s Family Markets, and at BCBSWY Member Centers.

“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.

About Wyoming Hunger Initiative

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. Visit www.nohungerwyo.org to learn more about Wyoming Hunger Initiative.

For more information, please contact

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