

**FOR IMMEDIATE RELEASE**  
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## **KING 5 Announces Home Team Summer Campaign, Raising Awareness of Childhood Hunger in Washington State**

*On Saturday, August 3<sup>rd</sup>, KING 5 will host a food drive for the Home Team Summer campaign at Seahawks Football Fest at Lumen Field.*

**Seattle, WA** – KING 5 and [Northwest Harvest](#), a food justice organization in Washington state, are collaborating with partners Safeway and the Seattle Seahawks to shed light on increased childhood hunger in our Pacific Northwest communities.

After the pandemic-era Supplemental Nutrition Assistance Program (SNAP) emergency allotments were discontinued in Spring 2023, many families lost much needed nutritional support. According to the U.S. Census Bureau's annual data on poverty, income, and health insurance, the child poverty rate has more than doubled to 12.4 percent in 2022. For single-parent households, as well as Black, Hispanic or Indigenous families, rates were even higher. The expiration of the federal Child Tax Credit and other pandemic programs coupled with record inflation has further strained the resources for these households.

Food-insecure families that rely on schools for meals struggle to find alternatives during the summer months. Through storytelling, the Home Team Summer campaign aims to highlight the prevalence of this issue and inform individuals of available assistance for Washington residents like Summer EBT and free summer meal sites.

"Home Team Summer aligns with our mission to support local youth-focused programs," said KING 5 president and general manager Christy Moreno. "Our community is impacted by childhood hunger during the months away from school, and we hope our storytelling can help connect these families to the necessary resources."

"Summertime spikes in food insecurity for children here in Washington State are heartbreaking and preventable," said Northwest Harvest CEO Thomas Reynolds. "We will work together, neighborhood by neighborhood, to see that kids can get enough to eat."

In addition to the campaign's awareness efforts, KING 5 will host a food drive at Seahawks [Football Fest](#) on Saturday, August 3<sup>rd</sup>. To support those affected by childhood hunger, join KING 5, Northwest Harvest, Safeway, and the Seattle Seahawks at Lumen Field to donate non-perishable food items. All donations made to Home Team Summer will go towards helping families in our community.

## **About KING 5 Media Group**

KING 5 Media Group is a multi-platform media company based in Seattle, WA. It includes NBC affiliate KING 5, independent station KONG-TV and numerous digital platforms, including king5.com and KING 5+, a 24/7 streaming platform. KING 5 was the first television station in the Pacific Northwest, founded in 1948 by Dorothy Bullitt, now owned by [TEGNA Inc.](#) (NYSE: TGNA), an innovative media company that serves the greater good of its communities. Today KING 5 is the dominant media company in the region, delivering the largest local news audience and the most local programming across all screens. For more information, go to [www.king5.com](http://www.king5.com).

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