

FOR IMMEDIATE RELEASE

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## **SECOND HARVEST HEARTLAND RELEASES AD CAMPAIGN HIGHLIGHTING IMPORTANCE OF SNAP TO GREATER MINNESOTA**

*Public awareness effort comes as the Farm Bill is up for renewal this fall*

[CLICK to view :30 spot](#)

[CLICK to view :15 spot](#)

Brooklyn Park, MN – Second Harvest Heartland announced today that it is launching a new paid media campaign to raise awareness about the Supplemental Nutrition Assistance Program’s (SNAP’s) importance to rural communities, and to encourage the community to take action in support of the nation’s most effective hunger-fighting initiative as Congress works to reauthorize it in a new five-year Farm Bill.

As explained in the 15- and 30-second television spots, over half of SNAP participants live in Greater Minnesota, making the federal nutrition program an extremely important tool in reducing hunger across the state. This is the first campaign of its kind from Second Harvest Heartland, and a recognition of the important role that state and federal policy will play in advancing its mission to end hunger.

The ad was filmed in Southern Minnesota and features residents of Greater Minnesota, including Sara Carlson, a former SNAP recipient and Board Member of the Channel One Regional Food Bank in Rochester, which has a strong partnership with Second Harvest Heartland.

This new campaign comes during national Hunger Action Month, and at a time when food insecurity is at an all-time high in Minnesota. Increases in hunger rates are being driven by a combination of persistently high food prices and the sunset of COVID-era federal food supports, which is why Second Harvest Heartland is advocating for SNAP’s continued support as a powerful nutrition program.

“I hope our SNAP campaign increases awareness and inspires more Minnesotans to become advocates in our mission to end hunger,” said Allison O’Toole, CEO of Second Harvest Heartland, “We need everyone to encourage our elected officials to prioritize hunger relief and economic stability by funding SNAP and limiting barriers to access. We’re all in this together.”

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