



News Release

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Greenway Equipment, Jason Aldean Get Back in the Saddle to Fight Childhood Hunger in Missouri, Arkansas

SIKESTON, Mo. (Jan. 20, 2022) – For the fourth consecutive year, Greenway Equipment and Jason Aldean are teaming up for an equipment giveaway as a fundraiser to benefit Southeast Missouri Food Bank and two Arkansas food banks.

From now until March 11, every donation to benefit local backpack programs enters the donor in a drawing to win one of two John Deere Gators used by Aldean on his property near Nashville. While there is a suggested donation of \$10 per registration, there is no purchase necessary to enter.

One hundred percent of proceeds from the promotion will benefit weekend backpack programs at Southeast Missouri Food Bank, Arkansas Food Bank in Little Rock and the Food Bank of Northeast Arkansas in Jonesboro. Together, the three food banks feed 4,600 children through their backpack programs, which send food home with deserving children each weekend. In southeast Missouri, one in five children live in homes without enough to eat.

“The backpack program serves one of our more vulnerable and precious resources — children,” said Greenway chief executive officer Marshall Stewart. “This program provides food for local hungry children on the weekend when other resources, such as school meals, are not available.”

According to Feeding America’s Map the Meal Gap, childhood hunger is 20 percent in the 16-county area served by the SEMO Food Bank, with rates even higher in some counties.

“Child hunger is a serious issue in southeast Missouri, and Backpacks for Friday is one of the programs we have to fill that need.,” said Joey Keys, chief executive of SEMO Food Bank. “This school year, we’re providing weekend food for 1,200 students in 31 school districts. We’re thankful for the continued support from Greenway and Jason Aldean, which allows us to offset some of the costs for our schools.”

Funds raised through the Greenway-Jason Aldean promotion help underwrite some of the costs associated with the program.

The drawings for the two Gators will be March 11. The first individual drawn will have his/her choice of the two Gators, either an 825M S4 or 835M Cab. The second individual draw will win the remaining Gator. A \$10 donation is requested for each entry. Entries can be made through March 11 at GoGreenway.com or by texting "GoBackpack" to 44321. You can select your local Greenway location when making your donation. In southeast Missouri, Greenway has stores in Charleston, Dexter, Poplar Bluff and Sikeston.

Winner is responsible for freight/pickup and must pay taxes on equipment. You must be 18 years or older to enter and win. If the donor chosen does not fit this criteria, the entry could be forfeited. For any questions about this fundraiser, please email khudson@gogreenway.com.

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About Greenway Equipment

Greenway Equipment is a 31 location John Deere dealer and for more than 30 years have been the trusted equipment dealer providing Arkansas and southeast Missouri with tough, durable equipment, a variety of services and expert advice. The mission of Greenway is to earn the trust and respect of customers and employees alike. To learn more, visit www.gogreenway.com.

About Southeast Missouri Food Bank

The mission of Southeast Missouri Food Bank is to end hunger and leverage the power of food to build healthy communities. The food bank provides food to 143 charitable and disaster relief programs in Southeast Missouri. These member agencies include food pantries, soup kitchens, domestic violence and homeless shelters. Southeast Missouri Food Bank also holds regular mobile food distributions and provides monthly boxes of food to 5,350 senior citizens and weekend backpacks of food during the school year to 1,200 students in 31 school districts. The food bank's 16-county coverage area includes Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Madison, Mississippi, New Madrid, Pemiscot, Perry, Reynolds, Ripley, Scott, Ste. Genevieve, Stoddard, and Wayne counties. Those interested in helping can do so by making a tax-deductible contribution, donating food, or scheduling a time to volunteer. Visit SemoFoodBank.org for more information.