



## News Release

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### **Greenway, Jason Aldean Partnership Raises \$172,000 for Food Banks' Weekend Backpack Programs**

Weiner, Ark. (March 23, 2022) – For the fourth year in a row, Greenway Equipment and Jason Aldean teamed up to help hungry children in Arkansas and southeast Missouri. A giveaway featuring two John Deere Gators Aldean used on his property near Nashville raised \$172,000 for three food banks.

Proceeds will benefit weekend backpack programs at Arkansas Food Bank in Little Rock, Food Bank of Northeast Arkansas in Jonesboro and Southeast Missouri Food Bank in Sikeston.

“This is the fourth year Greenway has had the pleasure of fundraising for these food bank programs, which provide food for a combined total of more than 4,600 children every weekend during the school year,” said Bill Midkiff, president of Greenway. “We are dedicated to creating a positive impact on the communities we serve.”

Southeast Missouri Food Bank’s Backpacks for Friday program provides nutritious, kid-friendly food to 1,200 students in 31 school districts during the school year.

“Greenway’s promotion with Jason Aldean is our biggest Backpacks for Friday fundraiser each year,” said Joey Keys, chief executive officer of the food bank. “The money raised by Greenway helps us support the program by providing weekend meals for children facing hunger.”

According to Feeding America’s most recent projections, 1 in 5 children in southeast Missouri live in a home without enough food. The numbers are even higher in the more southern counties of Dunklin, Mississippi, New Madrid, Pemiscot and Ripley.

Mark Brownd of Newport, Ark., was doubly lucky, winning both Gators in a random, live drawing March 11 at the Food Bank of Northeast Arkansas.

The giveaway kicked off in January, and a \$10 donation was requested with each registration. Greenway’s dealerships in Arkansas and Missouri also competed for the Hunger Hero Award, recognition for raising the most money during the promotion. The Charleston, Mo., Greenway won the title with more than \$30,000 in donations.

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**Cutline:**

A partnership between Greenway Equipment and Jason Aldean raised \$172,000 to benefit weekend backpack programs operated by the at Arkansas Food Bank in Little Rock, Food Bank of Northeast Arkansas in Jonesboro and Southeast Missouri Food Bank in Sikeston. For a minimum \$10 donation, participants entered a drawing for two John Deere Gators used by Aldean at his property near Nashville, Tenn. Pictured, from left, are Steve Shepard, Greenway Equipment senior vice president; Heather Collier, SEMO Food Bank donor relations manager; Jon Tucker, service manager at Greenway in Charleston, Mo.; and Bill Midkiff, Greenway Equipment president.

**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](http://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 140 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 nearly 1,200 students in 32 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](http://SemoFoodBank.org) for more information.