

# Join Mott's and Actress Marcia Cross to 'Wake Up' America and Help Donate 1 Million Meals to Those in Need

**Release Date:**

Monday, March 9, 2009 9:07 am CDT

**Terms:**[Corporate News](#)**Dateline City:**

PLANO, Texas

## *Mott's Wake-Up Call Program Shares Healthy Message from Cross and Provides One Dollar Per Call to Benefit Feeding America*

It's a shocking statistic -- nearly 36 million Americans currently live at risk of hunger in our country -- a third of whom are children. Mott's, the nation's leading producer of branded apple juice and apple sauce, is launching the Mott's Wake-Up Call program to wake up Americans to the prevalence of hunger in the United States. Mott's has partnered with Emmy-nominated actress Marcia Cross, and the nation's largest hunger relief organization, Feeding America. Together, they will provide one million meals(1) to American children and families in need this year -- and you can help.

By simply visiting Motts.com, consumers can send a wake-up call from Marcia Cross to themselves, or to a friend, for free. For every call placed, Mott's will donate one dollar to Feeding America. Each dollar will provide more than seven healthy meals to children and families in need via Feeding America's network of partner food banks across the United States. Cross, the mother of twins and the face of the new Mott's ad campaign, will encourage listeners to make better food choices, like Mott's apple juice and apple sauce, to feel healthier every day. Calls will be available until Mott's reaches its goal of providing one million meals to those in need.

"I'm humbled and proud to be working with Mott's to literally wake up America to the fight against hunger and help people get a healthy start to the day," said Cross. "As a mother, I am saddened by the number of families who go hungry in our country. I hope people will hear our message and help us make a difference by placing their own call today at Motts.com.

"Each year, 12 million children live on the brink of hunger in the United States. While Feeding America currently feeds nine million of these children, many also rely on free or reduced price lunches at school during the week. However, getting food to an at-risk child on the weekends and during the summer remains a challenge, especially as many food banks experience a sharp decline in donations post-holiday season. The Mott's Wake-Up Call program has a goal of helping to raise awareness for this issue, providing meals to children and families who need them and encouraging food bank donations during the important spring and summer months.

"This program is near and dear to our hearts because it stands for everything Mott's is about," said Dave Fleming, brand director for Mott's. "We pride ourselves on helping families provide healthier meals and snacks with servings of real fruit and, now, we are thrilled to be working with Marcia and the amazing folks at Feeding America to provide healthy meals to those families who may not know where their next meal will come from.

"To kick-off the Mott's Wake-Up Call program, Cross will participate in Feeding America's national Open Market Backpack Program by volunteering for the program locally through the Food Bank For New York City, located at the Renaissance Cafe at the St. Aloysius School in Harlem. The national program is designed to meet children's needs at times when school meals are not available, like weekends and school vacations. Cross will help fourth graders in the program learn more about the importance of choosing and eating healthy foods like fruits and vegetables and she will accompany them as they fill totes full of healthy meal options. The Food Bank For New York City is a member of the Feeding America Network.

"Our food banks receive the most financial support around the holidays," said Vicki Escarra, president and CEO of Feeding America. "But Feeding America must provide for the hungry year-round, especially during school vacations when many of the free or reduced-price school breakfast, lunch and summer food services for children are limited. We are thrilled that the Mott's Wake-Up Call program will help us accomplish that endeavor in time for the summer.

"This month, Mott's also will unveil its latest television and print advertising campaign featuring Cross. This ad campaign is the brand's largest in a decade and marks the first time that Mott's will utilize a major celebrity in its advertising efforts. In the new campaign, Cross will share a delicious secret with women -- Mott's apple juice and apple sauce products are a delicious way to get servings of real fruit. Mott's print ads will feature the Mott's Wake-Up Call program and encourage consumers to visit Motts.com to send a call or make a donation of their own to support Feeding America.

**About Mott's**

Mott's, a brand of Dr Pepper Snapple Group, is the nation's leading producer of branded apple sauce and apple juice. Since 1842, Mott's has proudly created delicious and healthy products for adults and children. Mott's continues to provide "simple solutions" for health and snacking to meet the needs of today's busy families. Mott's products include a variety of juice and sauce offerings like Mott's Plus, Mott's Natural, Mott's Organic and Mott's for Tots juices. DPS is the leader in

flavored beverages, marketing Mott's and 50 other beverage brands throughout North America. More information can be found at [www.Motts.com](http://www.Motts.com) or at [www.drpeppersnapple.com](http://www.drpeppersnapple.com).

**About Feeding America** *(formerly America's Second Harvest - The Nation's Food Bank Network)*

Feeding America provides low-income individuals and families with the fuel to survive and even thrive. As the nation's leading domestic hunger-relief charity, our network members supply food to more than 25 million Americans each year, including 9 million children and 3 million seniors. Serving the entire United States, Feeding America works with more than 200 member food banks that, in turn, operate 63,000 agencies that address hunger. For more information on how you can fight hunger in your community and across the country, visit [www.feedingamerica.org](http://www.feedingamerica.org). (1) Used for illustrative purposes only. Dollar to meal conversion ratio is effective until June 30th, 2010. Mott's will donate up to \$134,000 to Feeding America intended to secure and distribute food and grocery items which, based on this ratio, are estimated to provide this many meals.

**Language:**

English

---

**Source URL:** <http://news.drpeppersnapple.com/press-release/corporate-news/join-motts-and-actress-marcia-cross-wake-america-and-help-donate-1-mi-0>