### **Digital Promotional Kit: Sharing Your Participation**

We know many teams are making and doing incredible work in response to the Hunger Challenge. In addition to sharing your photos and stories with us through our website and your personal dashboard, you can also share your team's photos, videos, or reflections on your social media channels. Use the hashtag #HungerChallenge and tag @StudentsRebuild on Facebook, Instagram, and Twitter so we can see what you share and possibly feature your post on our site!

Below are tools and resources you can use to share about your participation on your social media accounts and other digital properties.

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Sample Social Media Posts

*Facebook and Instagram:*

* We’re gathering around a global table to learn about hunger. Join us in the @StudentsRebuild Hunger Challenge and create an artistic recipe! Your artwork will be matched with a $3 donation– up to $700,000– to support @UNICEF’s therapeutic food intervention programs in Yemen and Ethiopia, @MarysMeals educational food services in India and Malawi, and 8 community-based organizations. [www.studentsrebuild.org/hunger](http://www.studentsrebuild.org/hunger) #HungerChallenge
* This school year the @StudentsRebuild Hunger Challenge will investigate how hunger interferes with education and youth development. Create recipe artwork to help us generate up to $700K for @UNICEF, @MarysMeals, and 8 community-based organizations addressing hunger. [www.studentsrebuild.org/hunger](http://www.studentsrebuild.org/hunger) #HungerChallenge
* What can be done to end hunger? Create recipe artwork for the @StudentsRebuild Hunger Challenge to help us support @UNICEF, @MarysMeals, and 8 community-based organizations addressing hunger. Each piece of recipe artwork will be matched with a $3 donation – up to $700K- by the @BezosFamilyFoundation. [www.studentsrebuild.org/hunger](http://www.studentsrebuild.org/hunger) #HungerChallenge
* How does hunger affect young people around the world? For the @StudentsRebuild Hunger Challenge we’ll investigate how hunger interferes with education and youth development. Join us in creating recipe artwork to help generate up to $700K for @UNICEF, @MarysMeals, and 8 community-based organizations addressing hunger. [www.studentsrebuild.org/hunger](http://www.studentsrebuild.org/hunger) #HungerChallenge

*Twitter:*

* Make a difference for tens of thousands of children worldwide through the @studentsrebuild #HungerChallenge! Make recipe art to generate $ for @UNICEF, @MarysMeals, and 8 community-based organizations addressing hunger. Get started: [www.studentsrebuild.org/hunger](http://www.studentsrebuild.org/hunger)
* What can be done to end hunger? Take the @studentsrebuild #HungerChallenge and support @UNICEF, @MarysMeals, and 8 community-based organizations addressing hunger through art. Create a recipe today: [www.studentsrebuild.org/hunger](http://www.studentsrebuild.org/hunger)
* Share your family recipes and learn more about global hunger with the @studentsrebuild #HungerChallenge. Each artistic recipe will be matched
* Help us write the recipe to end hunger! Take the @studentsrebuild #HungerChallenge and support @UNICEF, @MarysMeals, and 8 community-based organizations addressing hunger through art. Create a recipe today: [www.studentsrebuild.org/hunger](http://www.studentsrebuild.org/hunger)

Photos and for your Posts

Photos and social images can be found at the link below with a few sample inserted below: and our logo can be found here: <https://drive.google.com/drive/folders/1kb0lOBXwU_XHC5OQqAajSCcjdklknsKc?usp=sharing>

A screenshot of a cell phone

Description automatically generatedA close up of text on a white background

Description automatically generatedA close up of a logo

Description automatically generated

Students Rebuild Logo

<https://drive.google.com/drive/folders/1kb0lOBXwU_XHC5OQqAajSCcjdklknsKc?usp=sharing>

Key Hunger Challenge Dates for Scheduling Posts

* Hunger Challenge Launch date: September 17, 2019
* Hunger Challenge Spring Campaign: March-April 2020
* Hunger Challenge final month: May 2020
* Hunger Challenge closes: June 5,2020

Other Relevant Days of Awareness

* Hunger Action Month: September 2019
* National School Lunch Week: October 14-18, 2019
* Child Health Day: October 7, 2019
* World Food Day: October 16, 2019
* Childhood Nutrition Day (U.S. only): October 16, 2019
* Giving Tuesday and World Soil Day: December 5, 2019
* National Nutrition Month: March 2020
* National School Breakfast Week: March 2-6, 2020
* World Hunger Day: Late May 2020

Challenge Videos

This is a link to the Hunger Challenge YouTube Playlist that includes several videos that can also be shared; the Hunger Challenge Launch video, Art Making video, youth story-telling videos, selected partner videos and more.

<https://www.youtube.com/playlist?list=PLtaayxEPf2h5abDLBdeaeXLZ4YcWcqy8h>

Hunger Challenge Page

This page will be live beginning September 17, 2019.

[www.studentsrebuild.org/hunger](http://www.studentsrebuild.org/hunger)

Template Press Release

Here is a template if your team/school/district wants to release a press release to gain attention from local media for the work your team is doing. Please let us know if we can aid in your efforts. You can reach us at info@studentsrebuild.org.

**FOR IMMEDIATE RELEASE: [DATE]**

**Contact:**

Local Communications Representative

(XXX) XXX-XXXX

Email:

**[TEAM NAME] PARTICIPATES IN STUDENTS REBUILD "HUNGER CHALLENGE"**

**TO SUPPORT HUNGER RELIEF**

[DATE], 2019, [CITY]—[NAME OF ORGANIZATION/TEAM] is proud to announce its participation as a team in the Students Rebuild 2019-2020 "Hunger Challenge," a program that empowers students and educators to learn about and contribute to improved global nutrition. The team includes [DETAILS ON NUMBER/GRADE LEVEL OF PARTICIPATING STUDENTS]. They will join youth and educators around the world to investigate how hunger affects education and development and support both emergency relief and long-term solutions for hunger-related issues like malnutrition and food insecurity.

[DETAILS ON LOCAL EVENT/ACTIVITIES. INCLUDE IMAGES OF STUDENTS AND ARTWORK WITH RELEASE, IF AVAILABLE]

A staggering 151 million children worldwide are suffering from chronic malnutrition, which hinders their ability to learn and play. And this number doesn't capture the millions of young people living in food deserts or suffering from food insecurity. Improving access to nutritious food for people around the globe will allow more people to live their healthiest and happiest lives.

[PLACEHOLDER FOR QUOTE FROM EDUCATOR ABOUT PROJECT/IMPORTANCE OF YOUTH ENGAGEMENT ON HUNGER AND MALNUTRITION ISSUES]

The Hunger Challenge is the latest annual challenge by Students Rebuild, a program of the Bezos Family Foundation that mobilizes young people to take action on some of the world's most critical problems. Teams will participate in the Hunger Challenge by creating and submitting an artistic rendering of their favorite recipes. For each piece of artwork submitted, the Bezos Family Foundation will donate $3—up to $700,000—to programs aimed at alleviating malnutrition and hunger-related issues for tens of thousands of children worldwide.

Additional information about the Hunger Challenge can be found at:

[www.studentsrebuild.org/hunger.](http://www.studentsrebuild.org/XXX)

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**About [TEAM SCHOOL/DISTRICT]**

**About Students Rebuild**

Students Rebuild is a collaborative program of the Bezos Family Foundation. Created in January 2010 in response to the devastating Haiti earthquake, Students Rebuild has mobilized more than one million participants in 83 countries and all 50 states and raised more than $4 million in matching funds for projects like rebuilding schools in Haiti, aiding disaster recovery efforts in Asia, supporting livelihoods in Africa, helping Syrian youth from conflict areas recover from crisis, and supporting empowerment opportunities for youth affected by poverty. Through its Challenges, Students Rebuild tackles some of the world's most difficult problems, issues that one cannot solve alone. Guided by the belief that every young person should have an opportunity to help others—but not everyone can fundraise—its Challenges require young people to create a simple, symbolic object, which the Foundation matches with funding. This approach allows students of all ages, backgrounds, and in countries around the world to take action and see change on global concerns. Find more at [www.studentsrebuild.org](http://www.studentsrebuild.org) and @StudentsRebuild.

General Q&A for Teams

Below are basic answers to key Students Rebuild questions that may come up as you share about the Hunger Challenge. Answers to other general participation inquiries can be found on [our website](http://www.studentsrebuild.org/hunger) and in the [FAQ section](https://www.studentsrebuild.org/faq) of the site.

**What is the Hunger Challenge?**

The Hunger Challenge is the latest Challenge from Students Rebuild, a project of the Bezos Family Foundation, inviting students to learn about issues of hunger and malnutrition around the world. Recognizing that hunger can take many forms, we're gathering young people and their educators to investigate how hunger interferes with education and development and prevents young people from living their happiest, healthiest lives. For the Hunger Challenge, Students Rebuild is partnering with UNICEF and Mary's Meals to grow their hunger relief initiatives around the world, and supporting eight additional community-based organizations addressing a spectrum of hunger and nutrition related initiatives across the U.S.

**How do students and educators participate?**

Anyone can participate in the Hunger Challenge by completing a simple and free registration form on the [Students Rebuild website](http://www.studentsrebuild.org/hunger). Educators can use the curricula, lesson plans, and other resources available on the site to teach their classrooms about hunger and malnutrition. All of the resources are designed to be flexible, so educators can use them as they choose.

Students are encouraged to create an illustrated version of a favorite recipe that reflects culture, community, and connection and submit it online to Students Rebuild. For each recipe received, the Bezos Family Foundation will donate $3—up to $700,000—to organizations around the world addressing hunger and malnutrition, from emergency relief to longer-term agricultural development.

**What is Students Rebuild?**

Launched in 2010, Students Rebuild is a program of the Bezos Family Foundation that mobilizes young people to take action on the world's most critical issues. Each year, the program launches a new Challenge around a single, urgent issue. In past years, Challenges have focused on ocean conservation, Haitian earthquake relief, and tolerance. Students Rebuild provides educators with free lesson plans for each Challenge and students are encouraged to use their creativity to create artwork reflecting the lesson.

**Who is the Bezos Family Foundation?**

The Bezos Family Foundation is an independent, private foundation that believes children are born with potential and deserve the experiences and environments needed to learn and thrive. Its programs and funding are guided by the science of learning and aim to transform support for all young people—especially those furthest from opportunity—to pursue their own path for success. Learn more at www.bezosfamilyfoundation.org.