



For Immediate Release

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ALDI AND VENMO PUT THE “GIVING” IN FRIENDSGIVING

*First-of-Its-Kind Emoji Will Help Provide One Million Meals to Families in Need
Through Feeding America®*

Batavia, Ill. – November 6, 2017 – ALDI and Venmo, a popular mobile app that makes it easy for friends to exchange money, announced a new campaign that lets Americans help give one million meals to families in need in honor of Friendsgiving.

By using a custom-designed Friendsgiving emoji on Venmo this November, people can instantly add a new tradition of giving to their holiday celebrations. With the help of Venmo, every time friends share the [Turkey Hand](#) Friendsgiving emoji in a Venmo payment note, ALDI will donate 10 meals to Feeding America®, the nation’s largest domestic hunger-relief organization.

“It feels good to give back, especially during the holidays,” said ALDI spokesperson Liz Ruggles. “Teaming up with Venmo makes it easy. By simply using the Turkey Hand emoji, people can help ALDI give meals while planning Friendsgiving meals of their own.”

The program marks the first time Venmo has created a custom emoji with a partner. The Turkey Hand, inspired by the popular childhood craft project, symbolizes the spirit of giving.

“Delicious food is key to Friendsgiving, but the centerpiece is the people,” said Venmo spokesperson Josh Criscoe. “By creating the first-ever Friendsgiving emoji and teaming up with ALDI, Venmo is happy to help feed hungry families in America while celebrating the season with friends and family.”

When Venmo users include the Turkey Hand emoji in transactions by selecting the icon from the emoji picker or typing ‘Friendsgiving’ to autocomplete, ALDI will donate up to 1 million meals to Feeding America on behalf of local member food banks. ALDI is a Leadership Partner of Feeding America and has supported its mission to help Americans facing hunger for several years, through contributions, employee volunteerism and food donations.

“As friends and family gather around the dinner table this November, they can also help provide nutritious food to people in need,” said Andy Wilson, Chief Development Officer at Feeding America. “We’re proud to work with ALDI and Venmo to raise awareness and engagement in hunger relief.”

About ALDI Inc.

A leader in the grocery retailing industry since 1976, ALDI operates nearly 1,700 U.S. stores in 35 states. More than 40 million customers each month benefit from the ALDI simple and streamlined approach to retailing. ALDI sells the most frequently purchased grocery and household items, primarily under its exclusive brands, which are designed to meet or exceed the national name brands on taste and quality. ALDI is so confident in the quality of its products, the company offers a Double Guarantee: If for any reason a customer is not 100 percent satisfied with any ALDI food product, ALDI will gladly replace the product and refund the purchase price. For the seventh year in a row, ALDI was recognized as a value leader among U.S. grocery stores by a Market Force Information® survey of U.S. consumers. For more information about ALDI, visit aldi.us.

About Venmo

Venmo, a service of PayPal, Inc., is a leading mobile app in the U.S. used to move money between friends and family and pay at millions of retailers. Venmo makes payment a fun, social experience that eliminates the awkwardness that comes with cash or checks. For more information, visit <https://www.venmo.com>.

About Feeding America

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 46 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. With Feeding America, every \$1 helps to provide at least 10 meals to people facing hunger in the U.S. through our nation network of food banks. Visit www.feedingamerica.org, find us on Facebook or follow us on Twitter. To learn more about how ALDI is helping Feeding America fight domestic hunger visit blog.aldi.us.