



Barilla® & Iowa State University join forces against hunger

Host special donation drive benefiting the Food Bank of Iowa on November 5 at Jack Trice Stadium

AMES, Iowa – November 3, 2011 – Reinforcing its commitment to the greater Des Moines community by helping those in need share the table, the Food Bank of Iowa announced a partnership with Barilla, one of Italy’s top food companies, and Iowa State University to host a special meal-for-a-meal donation drive on Saturday, November 5 at Jack Trice Stadium in Ames from 8-11 a.m.

For every Barilla product or other preferably nonperishable item received, Barilla will donate an authentic Italian meal – pasta and sauce to feed a family of four – to the Food Bank of Iowa. In exchange for their donations, the first 5,000 donors will receive a Barilla gift bag to take home and share the table with their families. Donations will be accepted at South 4th Street (near Gate 1) and the south side of Jack Trice Stadium (near Gate 3).

“Barilla has been a part of the greater Des Moines community for more than 13 years with its first U.S manufacturing plant based in Ames, Iowa,” says Mike Biegger, the plant director at Barilla’s Ames, Iowa, plant. “To reinforce our commitment to the greater Des Moines community, we are proud to offer Cyclone fans the chance to support the Food Bank of Iowa and help others share the table.”

“Iowa State University has a strong history of supporting local causes in our community,” says John McCarroll, executive director of University Relations for Iowa State University. “We encourage all Cyclone fans to join us in the fight against hunger.”

“We are thrilled to be partnering with Barilla to bring authentic, Italian meals to Iowans in need,” says Carey Miller, executive director of the Food Bank of Iowa. “During these times when many Iowans are in need, we hope this collaborative effort will help ease the burden for families trying to put food on their tables.”

Since 1877, Barilla has believed that the table is much more than just a place to eat, and food and relationships are better when they are shared. At SharetheTable.com, people will find hundreds of recipes and tips to create a family dinner filled with robust conversation, meaningful interactions and flavorful food. To learn more, visit www.Facebook.com/BarillaUS.

About the Barilla Group

Barilla, originally established in 1877 as a bread and pasta shop in Parma, Italy, ranks as one of today's top Italian food groups. Barilla is a leader in the global pasta business, the pasta sauces business in continental Europe, the bakery products business in Italy and the crispbread business in Scandinavia. Barilla owns 43 production sites (13 in Italy and 30 outside Italy) and exports to more than 100 countries. Every year, about 2,500,000 tons of food products are featured on dining tables all over the world under the brands of Barilla, Mulino Bianco, Voiello, Pavesi, Alixir, Academia Barilla, Wasa, Harry's (France and Russia), Lieken Urkorn and Golden Toast (Germany), Misko (Greece), Filiz (Turkey) and Yemina and Vesta (Mexico) are featured on dining tables all over the world.

Barilla has become one of the world's most esteemed food companies and is recognized globally as a symbol of Italian know-how by upholding its longstanding traditional principles and values, considering employees a fundamental asset and developing leading-edge production systems. For more information, please visit www.barillagroup.com and www.BarillaUS.com.

About Iowa State University

Iowa State is an international, prestigious university with a friendly welcoming personality. More than 28,000 students choose from 100 majors, study with world-class scholars and hone their leadership skills in more than 800 student organizations. Iowa State offers a great environment where students can enjoy reaching their potential and discovering their passions. It's a culturally diverse student body with students from all 50 states and more than 110 countries. To learn more, visit www.iastate.edu.

About the Food Bank of Iowa

The Food Bank of Iowa is a private, not-for-profit organization committed to its mission of alleviating hunger through food distribution, partnership and education. The Food Bank of Iowa solicits, receives, inventories and distributes donated food and grocery products to 425 partner agencies in 55 counties who directly serve needy individuals within their communities. Forty-two of these counties are served from their facility in Des Moines with the remaining 13 counties being served by their redistribution organization, the Food Bank of Southern Iowa. To learn more, visit www.foodbankiowa.org or www.facebook.com/FoodBankIowa.

###

CONTACT: Lindsay Pingel, Food Bank of Iowa, 515-564-0330, lpingel@foodbankiowa.org

John McCarroll, Iowa State University, 515-294-6137, jmccarol@iastate.edu

Jaclyn Printz, Barilla, 212-704-4434, Jaclyn.Printz@edelman.com