



**FOR IMMEDIATE RELEASE**

**Northern Illinois Food Bank and Second Harvest Heartland Launch Friendly Rivalry with  
“Kickoff to End Hunger Challenge”**

GENEVA, IL (August 25, 2025) – As football fans gear up for the fall season, two Feeding America-affiliated food banks are channeling competitive spirit into community impact with the Kickoff to End Hunger Challenge. [Northern Illinois Food Bank](#) and Second Harvest Heartland (Minnesota) have teamed up for a friendly competition to tackle hunger in their communities just in time for a new football season and Hunger Action Month.

Running from August 27 through September 8, this heartfelt challenge brings the two food banks together in a friendly competition to see who can raise the most support for local families experiencing hunger. For every donated dollar, Northern Illinois Food Bank can provide \$8 in groceries.

“We know Midwest football fans are passionate, and that same passion can help put food on the table for thousands,” said Julie Yurko, President and CEO at Northern Illinois Food Bank. “We’re excited to partner with Second Harvest Heartland in this fun and impactful campaign.”

“This is a competition where no matter who ‘wins,’ our communities benefit,” added Sarah Moberg, Interim CEO of Second Harvest Heartland. “With the increased need we’re seeing, every dollar makes a difference.”

Fans are encouraged to donate in support of their home team food bank by visiting their respective campaign pages:

- **Northern Illinois Food Bank:** [SolveHungerToday.org/kickoff](https://SolveHungerToday.org/kickoff)
- **Second Harvest Heartland:** [2harvest.org/kickoff](https://2harvest.org/kickoff)

Together, the food banks hope the challenge will help feed thousands of children, families, and seniors facing hunger before the final whistle on September 8<sup>th</sup>. The winning food bank will earn bragging rights and force the competing CEO to wear the jersey of the winning food bank’s

home football team but the real victory will be in the meals, and hope, provided to neighbors in need.

### **About Northern Illinois Food Bank**

For over 40 years, Northern Illinois Food Bank has been dedicated to solving hunger and empowering neighbors. Our vision at [Northern Illinois Food Bank](#) is for everyone in Northern Illinois to have the food they need to thrive. A 501(c)(3) nonprofit organization and proud member of [Feeding America](#), we serve our neighbors in 13 counties with dignity, equity and convenience, providing 250,000 meals a day. We bring together manufacturers, local and corporate grocers, area farmers, corporations, foundations, and individuals who donate food and funding, and each week nearly 1,000 volunteers help us evaluate, repack, and distribute food. We also proudly partner with more than 900 food pantries, soup kitchens, shelters, and youth and senior feeding programs to provide nutritious food and resources. Our distribution centers are located in Geneva, Lake Forest, Rockford, and Joliet. Find out how you can [get help](#), [volunteer](#), [donate](#) or [get involved](#) at [SolveHungerToday.org](#), or follow us on [Facebook](#), [Instagram](#), Tik Tok, and [LinkedIn](#).

### **About Second Harvest Heartland**

Second Harvest Heartland, based in Minnesota, serves 59 counties in Minnesota and western Wisconsin. Through a network of nearly 1,000 food shelves and meal program partners to provide more than 145 million meals to neighbors in need.