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## **For Immediate Release**

### ***HungerU Fall 2017 Tour Projected to Reach More Than 1 Million on Global Agriculture and Food Security Issues***

St. Louis (Sept. 11, 2017)—HungerU, an initiative of the Farm Journal Foundation, recently launched its Fall 2017 tour at the annual kickoff event in St. Louis. HungerU is an educational and advocacy platform designed to engage next-generation populations on global agriculture and food security issues. During the two-month tour, HungerU will make 16 stops across four states and is projected to reach more than 1 million stakeholders.

Since its launch in 2013, HungerU has visited more than 130 college and university campuses in more than 40 states. HungerU has built a strong constituency base by educating students through the mobile exhibit experience and an active social media community of more than 250,000 members.

“HungerU is a vibrant, growing community of future consumers, voters and policymakers who want to make purposeful change in our world,” explained Tricia Beal, CEO, Farm Journal Foundation. “Social media is at the heart of the HungerU experience; it is the way our next-generation constituents communicate, learn and mobilize at critical policy moments.”

The 2017 tour engagements include: CIC Cortex, the Minnesota State Fair, the Academy of Agriculture and Science, Concordia College, the University of Minnesota, Macalester College, the University of California-Davis, the University of California-Berkeley, the University of California-San Francisco, Santa Clara University, the University of California-Riverside, UCLA, Fresno State, Pamplona College, Caltech and the National FFA Convention.

At each tour stop, HungerU partners with mission-aligned organizations to amplify impact and engage a diverse group of stakeholders. Partners include FFA, 4-H, Alliance to End Hunger, Campus Kitchens and more than a dozen other local partners and student organizations. The HungerU model leverages a multichannel approach for impact, which includes a mobile learning exhibit, guest lectures, farm-level learning journeys, volunteer engagements and a social media community.

HungerU amplifies impact through technology and partnership. The centerpiece of the digital experience is the HungerU Challenge ([www.HungerUChallenge.com](http://www.HungerUChallenge.com)). Through this mobile app, participants are introduced to agriculture and food security issues via an interactive quiz. Participants can connect directly to their national-level policymakers and advocate for their point of view on agriculture and food security issues.

Sponsoring organizations include the National Corn Growers Association, Growmark and Farm Journal Media.

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**About Farm Journal Foundation** ([www.farmersfeedingtheworld.org](http://www.farmersfeedingtheworld.org))

Farm Journal Foundation (FJF) is dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment. FJF is a 501(c)3 nonprofit corporation that works within three primary constituency footprints—farmers and producers, next generation populations and national-level policymakers—to advance the capability and understanding of modern agriculture’s leadership role in feeding the world.