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Hundreds of Brigham City Families Receive Food, Water and Essential Resources from Niagara Cares, Feed the Children and Boys & Girls Club of Northern Utah

Organizations Host Resource Rally for Utah Community

Brigham City, Utah (Sept. 10, 2024) – Niagara Cares, the philanthropy of [Niagara Bottling, LLC](#), joined today with leading anti-hunger organizations [Feed the Children](#) and [Boys & Girls Club of Northern Utah](#) for a **Resource Rally** where volunteers distributed food, water, daily essentials and other resources to 400 Brigham City families at 650 East 700 South.

Each pre-qualified family received a 25-pound box of food including canned vegetables, cereal, peanut butter, mac and cheese, and a case of water; a 15-pound box of personal-care essentials such as shampoo, razors, toothpaste and feminine hygiene products; and additional products.

As part of the Niagara Cares Innovation Grant, additional wrap-around community services were provided by local organizations. With many contributing factors to food insecurity, the following services will remove barriers and provide resources for childcare, employment, healthy living and more. Partners include Box Elder Family Support Center, Healthy Choice Utah, United Way of Northern Utah, Department of Workforce Services, Department of Health & Human Services, Bear River Head Start, New Hope Crisis Center, Bear River Health Department, Brigham City Fire Department, Brigham City Police Department and Boys & Girls Club Child Care.

“Connecting with and supporting our communities is central to our mission at Niagara,” said Ann Canela, director of Niagara Cares at Niagara Bottling. “Our Team Member volunteers are an integral part of this community, and it deeply moves us to offer Brigham City families these essential items. At our previous Resource Rallies, we’ve seen the significant impact these events have on everyone involved, which is why we have committed more to provide additional community services. We are grateful to be able to support families in Brigham City, and we’re committed to continuing our partnership with the Boys & Girls Club of Northern Utah to create a lasting, positive impact for generations to come.”

With one in five children in the U.S. experiencing food insecurity, hunger remains a serious issue in many communities, especially during the summer months and the back-to-school season. More than 9% of Brigham City residents live below the poverty line ([according to the U.S. Census Bureau](#)), and price hikes in transportation, food, clothing, housing and energy are stretching the budgets of families to the breaking point.

Feed the Children believes it takes everyone – the nonprofit sector, corporations, community organizations, government officials and food suppliers – to come together to do good for those who need it. When efforts are combined, a greater impact is achieved.

“Children cannot thrive unless their basic needs are met,” said Travis Arnold, president and CEO of Feed the Children. “A widespread issue like childhood hunger will only be solved when enough people work together. Partners like Niagara are vital to our mission as we serve vulnerable communities.”

Feed the Children and Niagara Cares are long-time partners, especially in providing resources in times of crisis. In 2023, the partners assisted families across America providing **11.7 million pounds of water** to families impacted by crises like those in East Palestine, Ohio, Hurricane Ian, the California wildfires, and other natural disasters. Since last October, the teams have launched a series of Resource Rallies, bringing essential food, water and other supplies to families in need in California, Colorado, Georgia, Kansas and Texas, with more to come throughout the year.

Including today’s event, Niagara Cares and Feed the Children have served **more than 4,400** families in communities across the nation to date. In total, the organizations have distributed **over 151 million** pounds of these life-saving resources to families and communities around the world during their 16-year partnership.

Niagara Cares is the heart of what we do and who we are at Niagara Bottling. For more than 60 years, we have been making a difference for our Team Members, consumers and communities through philanthropic giving, volunteering, water donations and disaster relief. As a family-owned business, we are committed to creating meaningful change for our communities through a spirit of giving back both big and small. For more information, visit niagarawater.com/niagara-cares.

Niagara Bottling, LLC has been family owned and operated since 1963. Headquartered in Diamond Bar, Calif., Niagara operates bottling facilities throughout the U.S. and Mexico. As a leading U.S. beverage manufacturer, Niagara Bottling works closely with some of the largest retailers, grocers, club and convenience stores throughout the country. Niagara produces a variety of beverages including bottled water, sparkling, vitamin and flavored water, teas, sports drinks, ready-to-drink coffee, protein drinks and non-dairy milk products. For more information, visit www.niagarawater.com.

About Feed the Children

Feed the Children is a leading nonprofit committed to ending childhood hunger. The organization believes that no child should go to bed hungry, and so it provides children and families in the U.S. and around the world with the food and essentials kids need to grow and thrive.

Through its programs and partnerships, the organization feeds children today while helping their families and communities build resilient futures. In addition to food, Feed the Children distributes household and personal care items across the United States to help parents and caregivers maintain stable, food-secure households. Internationally, it expands access to nutritious meals, safe water, improved hygiene, and training in sustainable living. As responsible stewards of its resources, Feed the Children is driven to pursue innovative, holistic, and child-focused solutions to the complex challenges of hunger, food insecurity, and poverty.

For children everywhere, the organization believes that having enough to eat is a fundamental right. Learn how you can help create a world without childhood hunger at feedthechildren.org.

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