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Hundreds of Oklahoma City Families Receive Food, Water and Essential Resources from Niagara Cares, Feed the Children and LCDA

Organizations Host Resource Rally for Oklahoma Community

Oklahoma City (Dec. 4, 2024) – Niagara Cares, the philanthropy of [Niagara Bottling, LLC](#), joined today with leading anti-hunger organizations [Feed the Children](#) and [Latino Community Development Agency](#) for a **Resource Rally** where volunteers distributed family meal kits, cases of water, daily essentials and other resources to **400** Oklahoma City families at 420 SW 10th St.

Each pre-qualified family received a five-day supply of family meal kits, each designed to feed a family of four; a case of water; a 15-pound box of personal-care essentials such as shampoo, razors, toothpaste and feminine hygiene products; toys; books and additional products.

“At Niagara, connecting with and supporting our communities is the heart of everything we do,” said Ann Canela, director of corporate giving at Niagara Bottling. “Our Team Members at the Oklahoma City facility are an integral part of this community, and it’s truly meaningful to us to provide these essential items to local families. We’ve seen firsthand the significant impact these Resource Rallies have, and we’re grateful to continue offering our support to families here too.”

With one in five children in the U.S. experiencing food insecurity, hunger remains a serious issue in many communities, especially during the holiday season. More than 15% of Oklahoma 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 held a series of Resource Rallies, bringing essential food, water and other supplies to families in need in over a dozen states across the U.S..

Including today's event, Niagara Cares and Feed the Children have served **more than 7,000** 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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