



# PANTRY REFRESH



Provided \$4,600 in produce to families in need.



Directly served 115 families in the Sacramento region.

## EARNED MEDIA

### Broadcast

5 broadcast segments (morning and evening)

205,172 organic impressions



KCRA-TV (NBC)



KTXL-TV (FOX40)



### Print

2 print stories  
251,714 organic impressions

## SOCIAL MEDIA

131 organic impressions on

