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## **DISH SUPPORTS AMPLEHARVEST.ORG TO REDUCE FOOD WASTE DURING CAUSE MARKETING CAMPAIGN**

**Illustrates How Businesses Can Help To Permanently Reduce Food Waste And Hunger Nationwide.**

**For Immediate Release**

**Newfoundland NJ – (Jun 5, 2017) –**

As part of an ongoing commitment to environmental sustainability, DISH partnered with AmpleHarvest.org to reduce food waste in America. Encouraging customers to simplify their billing, DISH donated \$1 to AmpleHarvest.org for every customer who enrolled in automatic payments (AutoPay).



According to AmpleHarvest.org Founder and Executive Director, "When DISH Cares contacted us, we were very excited because corporate cause marketing campaigns like this help AmpleHarvest.org enable millions of growers nationwide to donate excess food to local food pantries. These CSR efforts are a huge plus for the business as well as communities nationwide. Plus, as a technology-powered nonprofit, we love working with technology-based companies."

Over 28,000 customers joined the campaign, ultimately providing 84,612 meals to hungry families by connecting excess produce from local gardeners to food pantries across the country. This effort aligns with DISH Cares, the company's corporate citizenship program that focuses on community engagement and sustainability.

"From this and previous campaigns, we find success providing ways for customers to positively impact their communities by making simple changes in their day-to-day transactions," says Caity Curtis, DISH Corporate Citizenship Manager.

AmpleHarvest.org, Inc. is an award winning 501c3 nonprofit organization that is reducing food waste and hunger by enabling America's 42 million home/community gardeners to donate excess garden produce to more than 8,000 local food programs nationwide.

For more information about AmpleHarvest.org cause marketing opportunities, visit <http://www.AmpleHarvest.org/CSR> or call AMPLE-6-9880 (267-536-9880).

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