



Talking Points for NFL Alumni Talking About SBoC and Hunger:

Bring a jar of peanut butter as a prop.

Ask if they know what you have in your hand, and if they have some of that in their house.

Tell them that Peanut Butter is important for many reasons:

- You find a jar of peanut butter in most family's pantry and, for most of us, we think of it as the contingency plan if we don't have anything else we want to eat.
- A jar of peanut butter can make 15 sandwiches, which means it can feed a person for a week.
- A jar of peanut butter has protein and can be a part of a healthy diet.
- Most people like to eat peanut butter (or a substitute if they are allergic).
- A jar of peanut butter costs about \$2.

So why is it important? Right now, over 47% of families are having a tough time feeding their families because of the pandemic. A jar of peanut butter is a lot.

Let's think about it another way: How many people do you think attend a Friday night football game at your high school? (probably 4-5K)

Okay, so let's ask the question: What if everyone in that stadium brought one jar of peanut butter to help hungry families in your community? If 4,000 people were in the stands, that is 60,000 meals.

Now let's multiply that: How many people do you think attend or watch the Super Bowl each year? (100M)

Okay, so what if each person watching the game gave one jar of peanut butter? That would be 1.5 billion sandwiches.

This coming year, research says that we will need 14 billion meals to feed hungry people. That is 17 billion pounds of food. Get this: in 2020, Americans spent over \$17 billion on purchases related to their Super Bowl celebrations. If everyone does a little, it can become a lot and that is why Souper Bowl of Caring is important. If all of us find and help our local food charity, we can be sure that local neighbors in need are fed nourishing food like peanut butter. One dollar or just one can of peanut butter can make the difference. You can find your local food charity at the Tackle Hunger Map at tacklehunger.org.

