



**MATTER PARTNERS WITH THE LINK TO PROVIDE NEEDED RESOURCES FOR TRAFFICKING VICTIMS AND AT-RISK YOUTH DURING SUPER BOWL IN MINNEAPOLIS**

*More than 5,500 healthy MATTERbox meals to be distributed along with life-changing information*

**MINNEAPOLIS (January 26, 2018)** – MATTER and The Link announced today they are joining forces during the days surrounding the Super Bowl to provide a healthy meal, along with other critical resources, for people experiencing the impacts of poverty, social injustice, and trafficking in the Twin Cities.

As part of this extensive effort, The Link has conducted training for Super Bowl volunteers to help them identify sex trafficking victims and at-risk kids. Volunteers will be equipped with MATTERbox healthy snack packs to distribute, along with resource cards from The Link, including where to find a safe place to stay, as well as how to locate food, clothing, and healthcare. More than 5,500 healthy MATTERbox meals will be distributed in the Twin Cities community through this collaborative partnership with The Link.

MATTER’s relationship with The Link grew out of a mutual interest in serving youth in the Twin Cities community, which began with an introduction at an FBI community meeting addressing trafficking during the Super Bowl. While trafficking happens throughout the year, events like the Super Bowl provide an opportunity to bring more public awareness to this pervasive issue and offer much needed help to the victims.

*“The Link is thrilled to partner with Matter on this important issue – having increased supplies and support during this time has allowed us to arm our outreach workers who will be working 18 hours a day for the 10 days surrounding the Super Bowl, and aids all of our shelter partners with increased food supplies,”* stated Beth Holger-Ambrose, Executive Director, The Link.

The MATTERbox program strives to activate healthy eating for kids and families through innovative partnerships serving the community. Minnesota businesses like C.H. Robinson, United Health Group, Hormel, and many others, have volunteered their time and financial support by joining with MATTER to pack these 5,500 meals. A final meal packing event is taking place at the Touch by Alyssa Milano Flag Football game on February 3, 2018, with the Women of the NFL and MATTER.

MATTER’s longstanding partnership with the NFL and Vikings Women seeks to impact youth, women and families in Minnesota through MATTERbox packing and distribution to community partners throughout the year. Tami Hedrick, Director of Vikings Women commented, *“As a proud Board Member of MATTER, and as Director of Vikings Women, where our mission is to connect, empower and impact women, this partnership is an important opportunity to connect with our community during these busy weeks before the big game.”*

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**FOR IMMEDIATE RELEASE**

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**About MATTER**

MATTER is a Minnesota-based global health nonprofit on a mission to move people forward by eliminating barriers to a healthier life. Internationally, MATTER addresses these barriers by giving hospitals the tools they need to care for the sick and injured in dignified ways, and by designing solutions to create diversified and resilient farms. Locally, MATTER activates healthy eating for kids and families with the MATTERbox program, an innovative solution to healthy food access and nutrition education. Learn more at [www.matter.ngo](http://www.matter.ngo)

**About The Link**

The Link's mission is to work with youth and families to overcome the impacts of poverty and social injustice. The Link was founded in 1991 by former Minnesota Vikings players, Jim Marshall and Oscar Reed, who wanted to support youth in north Minneapolis who were being victimized by crime, getting involved in crime and who were struggling with poverty and homelessness. The Link is still based in their original vision and in north Minneapolis. The Link has 19 programs across the Twin Cities area, employs over 150 adult and youth staff members and supports nearly 3,000 youth and young families each year. [www.thelinkmn.org](http://www.thelinkmn.org)