



MATTER’S VIRTUAL MATTERBOX MADNESS EVENT PACKS NEARLY 12,000 HEALTHY MEALS FOR KIDS

Event launches effort to provide 50,000 meals in the Twin Cities community this summer

MINNEAPOLIS, MN (April 9, 2021) – Minnesota-based global NGO MATTER today announced the results of MATTERbox Madness, an annual event for MATTER. This year’s event launched in March and resulted in nearly 12,000 healthy MATTERbox snack packs assembled for distribution to kids through a variety of summer programs. MATTERbox Madness marks the beginning of MATTER’s efforts to provide 50,000 meals to kids this summer.

MATTERbox snack packs consist of a quick snack of a delicious protein, a fruit and a healthy carbohydrate. Also included with each snack pack is an educational MATTER nutrition goal card to help kids better understand the crucial role of healthy eating in their daily lives. Each snack pack also contains a handwritten You MATTER® note of encouragement.

MATTERbox Madness pits teams from different companies against each other in a bracket-style competition to see which team can pack MATTERbox snack packs in the shortest amount of time. This year, as a virtual event, teams from 11 companies participated in MATTERbox Madness by packing and recording their packing time remotely. The winner of this year’s competition was Tradition Capital Bank.

Lauren Withers, Keystone Program Manager at Tradition Capital Bank commented, “Tradition Capital Bank is thrilled to be the 2021 winner of the MATTER box madness championship. We are honored to partner with MATTER on their local initiatives to reduce food insecurity in our community. Together, we can show love to our community, one snack pack at a time.”

Buddy Fruits, the platinum sponsor for MATTERbox Madness and donor of 50,000 Buddy Fruit pouches, was joined by the following much appreciated sponsors.

Bell Bank
Castlelake
Devin & Kristin Doyle
Eaton
Liberty Packaging
Lube-Tech
North Memorial Health
Stonebridge Capital Advisors
The Outdoor Greatroom Company
Thermo King
Tradition Capital Bank
Trimble

FOR IMMEDIATE RELEASE

CONTACT: Brian Numainville

612-467-9141

brian@matter.ngo

“MATTER appreciates all of the many generous companies that supported MATTERbox Madness this year,” concluded Victor Salamone, Vice President of Business Operations for MATTER. “With the demand for healthy food for kids higher than ever, especially in the summer months, we can’t reach our goal of 50,000 meals without the help great companies like these that want to make a difference in our community.”

In 2020, MATTER distributed more than 212,000 meals throughout the country through MATTERbox efforts.

###

About MATTER

MATTER, a Minnesota-based global NGO, brings together the best companies, experts, problem solvers, dreamers and above all, doers, to kickstart big ideas that can change the world. This collaborative movement has inspired solutions in health access, activating healthy eating for children and families, regenerative agriculture, and student-centered education, collectively impacting more than 14 million lives. MATTER's guiding belief is encapsulated in the simple yet powerful expression, YOU MATTER. Learn more at www.matter.ngo.