

For World Food Day 2015, foodpanda launches campaign “You Say. We Give.” to fight hunger

With a single click one can choose which food item the food ordering company will donate to a local food bank



Hong Kong, October 1st – On the 16th of October is World Food Day – an annual day of action against hunger. Every year on that day, people around the world come together for a common cause: to contribute to the eradication of hunger. It all began in 1945 in Quebec with the creation of the Food and Agriculture Organization of the United Nations (FAO) to raise awareness and engage people in the fight against hunger.

Based on FAO’s research, 805 million people, one in nine worldwide, live with chronic hunger. 60% of these are women, while almost 5 million children under the age of 5 die of malnutrition-related causes every year. In honor of this day, food ordering app foodpanda launches “You Say. We Give.” a week-long campaign to encourage collective efforts and be part of this global movement.

From the 16th to the 22nd of October, foodpanda Hong Kong will be collecting people’s wishes. The campaign centers on an interactive app that enables users to select 1 of 5 stock food items (rice, pasta, potatoes, pulses or flour) and foodpanda will donate 1kg on their behalf to a local food bank. If the post is shared on Facebook, foodpanda will double the donation. So, the more people speak, the more foodpanda gives.

To participate, anyone can go to this page to pick one of the donation items, learn more about the 5 food items and the local food bank the food will go to, as well as to witness the donation counter in real time.

With one simple click, foodpanda will donate one kilo of food to a local food bank. Giving has never been so easy. Join the global movement to end one of the most persistent universal challenges. Be part of the solution and make a tangible difference with foodpanda.

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**Help us fight hunger by sharing the official campaign logo on your website.
Get the embedded version of the logo here:**

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<a href="https://www.foodpanda.hk"></a>
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About

The foodpanda group is the leading global online food delivery marketplace, active in 40 countries on five continents. The company enables restaurants to become visible in the online and mobile world and provides them with a constantly evolving online technology. For consumers, foodpanda offers the convenience to order food online and the widest gastronomic range, from which they can choose their favorite meal on the web or via the app. foodpanda operates in India, Thailand, Indonesia, Pakistan, Singapore, Malaysia, Brunei, Vietnam, Taiwan, Bangladesh, Kazakhstan, Azerbaijan, Hong Kong, Philippines, Russia, Hungary, Romania, Bulgaria and Georgia. hellofood operates in Brazil, Mexico, Saudi Arabia, Jordan, Egypt, Nigeria, Morocco, Kenya, Ghana, Senegal, Ivory Coast, Rwanda, Tanzania, Uganda and Algeria. Delivery Club operates in Russia. NetPincer in Hungary, Donesi in Serbia, Bosnia & Herzegovina and Montenegro, and Pauza in Croatia, Room Service in Malaysia and Singapore, City Delivery in Philippines, Food By Phone in Thailand, Koziness and Dial-a-Dinner in Hong Kong, Eatoye in Pakistan, and 24h in UAE.

<https://www.foodpanda.com/>