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FOR IMMEDIATE RELEASE

Toppling Hunger Cereal Drive Aims to Feed Local Kids and Fuel Young Minds

APPLETON, Wis. (June 17, 2025) – The first annual Toppling Hunger Cereal Drive is underway now through June 30, rallying the community to support children and families facing food insecurity across Northeast Wisconsin. All 22 Fox Communities Credit Union locations and WBAY TV-2 are serving as drop-off sites for donations of unexpired, healthy cereal.

This impactful initiative benefits 15 local food pantry partners affiliated with Feeding America Eastern Wisconsin, ensuring that donations stay local and support those who need it most.

“Too many children in our community start their day without breakfast,” said Heather Wessley, VP of Community Impact at Fox Communities Credit Union. “That’s not just a missed meal—it’s a missed opportunity for learning, growth, and development.”

According to national studies, 1 in 6 children in the U.S. lives in a food-insecure household. Skipping breakfast can impair cognitive development, reduce academic performance, and hinder emotional regulation—especially in growing children whose brains require consistent nourishment.

To celebrate the community’s generosity, the drive will conclude with a fun and symbolic event: lining up all donated cereal boxes like dominoes and toppling them in a massive chain reaction. This visual display of unity and impact will take place shortly after the collection ends on June 30, before the cereal is distributed to pantry partners.

“We’re excited to turn a simple act of giving into a powerful moment of community connection,” said Wessley. “Every box donated is a building block for a healthier, brighter future for our local kids.”

How to Help:

What to Donate: Unexpired, healthy cereal (low sugar, whole grain preferred)

Where to Donate: Any Fox Communities Credit Union branch or WBAY TV-2

When: Now through June 30, 2025

For more information, visit foxcu.org

With over 85 years of experience, Fox Communities Credit Union proudly serves more than 130,000 members across 22 locations. As a member-owned financial institution, Fox prioritizes people over profits, ensuring members receive exceptional service and support. With a dedicated team of over 480 professionals and assets exceeding \$3 billion, Fox is well-equipped to meet the financial needs of members. Fox is a Gold-Certified Fox Cities Employee Friendly Workplace. In 2024, Fox was recognized as the Greater Green Bay Chamber’s Next Generation Best Place to Work was named Community Partner of the Year from Greater Fox Cities Area Habitat for Humanity.

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