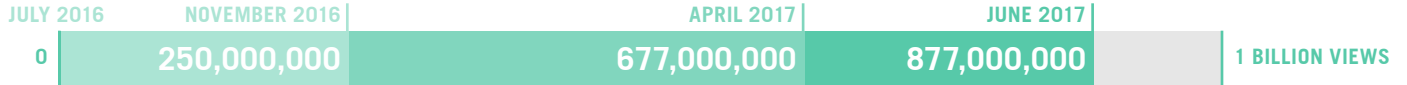


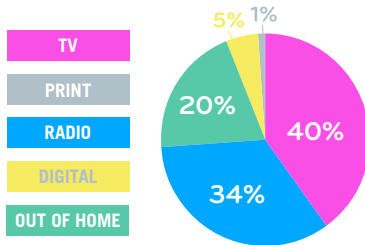
1

THE "AMERICA, LET'S DO LUNCH" CAMPAIGN AND OUR MEALS ON WHEELS MESSAGES HAVE BEEN DISPLAYED **NEARLY 1 BILLION TIMES!**



2

DONATED MEDIA **TOPPED \$39 MILLION** IN THE FIRST YEAR, MAKING IT ONE OF **THE AD COUNCIL'S MOST AIRED CAMPAIGNS OF THE YEAR!**



3

CELEBRITIES "DOING LUNCH" ROCKED ON SOCIAL MEDIA!

INSTAGRAM SENSATION
BADDIE WINKLE

4.7 MILLION IMPRESSIONS

BASKETBALL STARS
THE ORLANDO MAGIC

1.1 MILLION IMPRESSIONS

YOUTUBER
MEGHAN CAMARENA

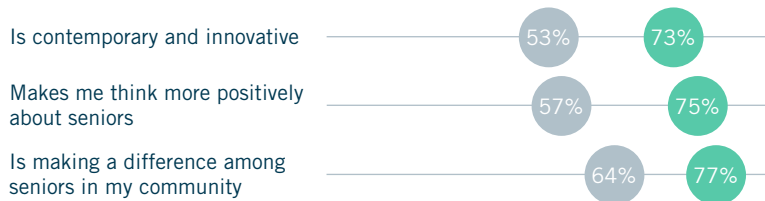
.5 MILLION IMPRESSIONS

4

WIDE REACH SHIFTED PERCEPTIONS!

1/3 OF AMERICANS
REPORT BEING
AWARE OF THE PSAs

THOSE AWARE OF THE PSAs FELT MUCH MORE FAVORABLY TOWARD MEALS ON WHEELS THAN THOSE UNAWARE



5

NEARLY 60,000 PEOPLE HAVE SIGNED UP TO VOLUNTEER!

As always, feel free to contact us at adcouncil@mealsonwheelsamerica.org or visit the Ad Council Resource Center to find out how to get more of "America, Let's Do Lunch" in your town!