



FOR IMMEDIATE RELEASE

LG ELECTRONICS ENLISTS WINDY CITY TO HELP END CHILDHOOD HUNGER

*Leading Home Appliance Brand Engages Local Consumers to Support No Kid Hungry
at Key Retail Locations and Annual Taste of the Nation Culinary Event*

CHICAGO, Sept. 29, 2016 — LG Electronics USA is headed to the Windy City for Chicago's Taste of the Nation for No Kid Hungry, partnering with a local chef for the annual fundraiser that brings the city's top chefs, mixologists and tastemakers together to support No Kid Hungry's work to end childhood hunger in Chicago and across America.

In anticipation of the event, LG is launching "Selfless Selfies," a social media campaign inviting Chicagoland consumers to "snap a selfie" to help raise funds for No Kid Hungry.

"LG is committed to delivering on its 'Life's Good' promise, and we're proud that our partnership with No Kid Hungry helps make life a little better for struggling children in America," said David VanderWaal, vice president of marketing, LG Electronics USA. "By helping to raise both awareness and funds for this important cause, we are making moves towards a brighter and healthier future for all."

Selfless Selfies Social Media Campaign Helps Feed Kids

LG's Selfless Selfies social media campaign encourages consumers to visit the LG kiosk at select Chicago-area Sears stores through Oct. 18 to sign a dinner plate or snap a selfie before sharing a photo of either on Instagram or Twitter with accompanying **#LGFillthePlate** and **#Sweepstakes**. For each image shared with **#LGFillthePlate** and **#Sweepstakes** on Instagram or



Twitter, LG and No Kid Hungry will provide 10 meals to help feed kids in Chicago and across the country.

Consumers who take part in Selfless Selfies with LG and Sears will be entered into sweepstakes drawings for a chance to win one of two \$500 Sears gift cards.* Participating Sears stores include the Chicago Ridge, Schaumburg and Oakbrook locations.

LG Partners with Noted Local Chef for Chicago's Taste of the Nation for No Kid Hungry

At Chicago's Taste of the Nation for No Kid Hungry, held on Oct. 5, LG will partner with Jason Vincent, partner and chef of Logan Square restaurant Giant, to serve up a special dish to attendees as they explore LG's new Black Stainless Steel Series of refrigerators, ranges, dishwashers and microwaves. The new kitchen suite incorporates a warm, satin-smooth and sophisticated finish that is also fingerprint and smudge resistant, making it easier than ever to have a kitchen that is attractive, kid-friendly and effortless to maintain.

"As a chef, I'm so passionate about bringing friends and families together around the table to share a meal," said Vincent. "I have been a long-time supporter of No Kid Hungry, and I'm inspired to bring this passion to life with LG's Taste of the Nation guests by preparing a favorite dish of mine."

A premier national partner of No Kid Hungry, LG is the official home appliance partner of the Taste of the Nation culinary fundraising series. In 2016, through its partnership with No Kid Hungry, LG already has provided more than 1.5 million meals for children facing hunger. To learn more about the partnership and LG's Selfless Selfies campaign, please visit LG.com/US/NoKidHungry.



**For donation to be made and for your sweepstakes entry to be eligible, your account privacy settings must be set to public between 9/28/16 – 10/18/16. Terms and conditions apply. Go to www.lg.com/us/nokidhungry for details. LG will donate up to 100,000 meals to No Kid Hungry following the promotional period. \$1 connects a kid to 10 meals. Learn how at NoKidHungry.org/onedollar.*

###

About LG Electronics USA

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2016 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit www.LG.com.

About No Kid Hungry

No child should go hungry in America, but nearly 1 in 5 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast, are able to get the nutrition they need during the summertime and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.

Media Contacts:

LG Electronics USA

Taryn Brucia
201 816 2187
taryn.brucia@lge.com

Christopher Krautler
212 880 5252
christopher.krautler@lg-one.com