

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



KARACHI, October 12, 2015 – 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.

Based on FAO's research, 805 million people, and one in nine worldwide, live with chronic hunger. 60% of these are women, while almost five million children under the age of five die of malnutrition-related causes every year. In honor of this day, food ordering app foodpanda.pk 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 22th of October foodpanda will be collecting its customers' wishes. One can choose between 5 stock food items (rice, pasta, daal, potatoes and flour) simply by commenting on the [Facebook](#) post. foodpanda will donate 1kg of that on his/her behalf at a local food bank. If the post is shared, 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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About foodpanda

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/>

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About World Food Day

World Food Day is the annual day of action against hunger taking place on the 16th of October. It began in 1945 in Quebec and the last 15 years great progresses have been achieved: 40 countries have halved the proportion of people who suffer from hunger; the likelihood of a child dying before age five has also been cut in half, which means about 17,000 children are saved every day; and extreme poverty rates have also been cut in half.

<http://www.worldfooddayusa.org/>