

BackPack Beginnings To Receive \$25K From Jimmie Johnson Foundation

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(Photo: Backpack Beginnings)

CHARLOTTE, N.C. -- The Jimmie Johnson Foundation announced Friday that Backpack Beginnings is one of five recipients of a \$25,000 Blue Bunny Helmet of Hope grant.

"We are thrilled to receive such a generous grant! The grant will allow us to feed 167 children on the weekends for an entire school year. We hope the exposure from Blue Bunny Helmet of Hope will bring greater public awareness to childhood hunger," said Parker White, BPB Founder and Executive Director.

In addition to Backpack Beginnings the following charities comprised the 2015 Blue Bunny Helmet of Hope grant recipients:

- 9 Dots in Los Angeles
- Backpack Beginnings in Greensboro, North Carolina
- Big Brothers Big Sisters of Siouxland in Sioux City, Iowa
- Carolina Raptor Center in Charlotte, North Carolina
- The Be Kind People Project in Phoenix

Non-profit organizations from around the country were nominated for the Blue Bunny Helmet of Hope grants. Ten semi-finalists were chosen from the nominations, and the five winners were selected via public vote. Approximately 2.2 million votes were cast during the week-long voting period.

"It was exciting to see this year's Blue Bunny Helmet of Hope program unfold," said Jimmie Johnson. "The semi-finalist charities did an outstanding job of rallying their supporters to secure votes. It was a tough, hard fought competition between 10 very deserving charities. Chani (wife) and I are thrilled that the Jimmie Johnson Foundation, in partnership with Blue Bunny, is able to support the great work of the five winners."

In addition to a \$25,000 grant, each of the five winners will receive a Blue Bunny ice cream party and special recognition on Johnson's race helmet during the NASCAR Sprint Cup Series race on June 7, 2015 at Pocono (Pa.) Raceway. To date, the Blue Bunny Helmet of Hope program has contributed more than \$685,000 to 76 different charities.

To learn more about the Backpack Beginnings program, [visit their website. \(http://backpackbeginnings.org\)](http://backpackbeginnings.org)

For additional information on the Jimmie Johnson Foundation, [click here. \(http://www.JimmieJohnsonFoundation.org%20\)](http://www.JimmieJohnsonFoundation.org%20)