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**Digital Agency ymarketing Joins UnitedHealthcare and Second Harvest Food Bank to Help Feed Hungry Children, Families & Seniors**

**Irvine, CA** – (Oct. 26, 2012) – Employees from [digital agency](#) ymarketing and UnitedHealthcare will be volunteering their time at the Second Harvest Food Bank of Orange County on Friday, Oct. 26 to help sort produce, label food products and assist with other activities that may be needed in the warehouse.

“When the opportunity to work alongside our long-time client UnitedHealthcare was presented to us, knowing that our combined efforts would help to feed the more than 615,000 residents of our community who struggle with hunger, we immediately offered our support,” said ymarketing Corporate Social Responsibility Director Edna Munoz-Lash.



“We’ve learned that as much as 21 percent of our Orange County community may struggle with hunger and that among the highest at risk groups are children and seniors,” said UnitedHealthcare Medicare & Retirement Director of eGrowth Peter Ngin. “We are honored to be able to do our part to help and we encourage others in the community to learn about ways they can help Second Harvest Food Bank distribute food to the more than 450 member charities it supports.”

Included in the more than 450 beneficiaries Second Harvest Food Bank supports are emergency shelters, group homes, after-school programs and senior centers. AARP estimates that 9 million older adults nationwide face the threat of hunger. Feeding America states that 35 percent of households with seniors served by these local food banks have had to choose between food and paying for heat or utilities. In Orange County, California, The OC Health Care Agency estimates as much as 15 percent of all seniors are at risk for hunger.

UnitedHealthcare has been trying to change these startling hunger statistics. More than 300 of the company’s employees helped organize food drives and held another food-packing event with members of the Minnesota Vikings NFL Football team last week to help support Second Harvest Heartland. This follows a \$100,000 donation the company made to the Second Harvest Food Bank of Middle Tennessee earlier this year. In addition, the company has food drives in Los Angeles, Tampa Bay, Chicago and San Francisco.

**About ymarketing:**

ymarketing is a full-service digital agency that builds enterprise campaigns through integrated paid, earned and owned media channels. The company creates data-driven Intelligent Digital Solutions by leveraging predictive analytics to develop strategy, creative, media and technology that solve client challenges. For more than a decade ymarketing has partnered with agencies and assisted companies by increasing revenue through generating qualified leads, acquiring new customers and increasing brand awareness online. For more information, please visit <http://www.ymarketing.com/>