



NEWS RELEASE

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Shop LC Helps Provide 10 Million Meals Through One for One Program
Central Texas Retailer Reaches Milestone in Serving Meals to Hungry Children in Need.

AUSTIN, Texas, March 12, 2019--- Shop LC is celebrating an important milestone in their efforts to end childhood hunger by helping to deliver 10 million meals to hungry children in need.

Since October 2017, Shop LC has been helping to provide meals through their One for One program. This March, Shop LC has reached the important milestone of providing over 10 million meals. Shop LC works with partners Akshaya Pātra, a not-for-profit organization headquartered in Bengaluru, India, striving to eliminate classroom hunger by implementing the Mid-Day Meal Scheme in the government schools and government-aided schools, and No Kid Hungry, a national campaign to end childhood hunger in the US, to connect children in need to nutritious food. For every item sold, Shop LC donates a meal to hungry children.

“Childhood hunger is a very real problem. Not just abroad, but even here at home in the United States,” say Kevin Lyons, Shop LC President. “Through our One for One program we are delivering fresh and nutritious meals to hungry children while raising awareness around this issue. Together we can one day end this epidemic once and for all.”

Learn more about the Shop LC One for One program and how every purchase equals a meal for a child in need by visiting <https://www.shoplc.com/oneforone>.

About Shop LC

Headquartered in Austin, Texas, Shop LC (formerly Liquidation Channel), is a wholly owned subsidiary of Vaibhav Global Ltd. (VGL), a vertically integrated company with global sourcing and manufacturing capabilities. Shop LC is a value-conscious, interactive retailer focused on the fine jewelry, beauty, fashion, home decor and lifestyle product categories. Established in 2007, Shop LC reaches approximately 80 million U.S. households via high-definition programming offered live 24 hours a day, seven days a week, 365 days a year. For more information visit shoplc.com and download the interactive app on iTunes, Google Play or many other streaming devices or televisions.

About No Kid Hungry

No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty.

About Akshaya Pātra

Akshaya Patra is a not-for-profit organization, which strives to address classroom hunger and bring children to school by implementing the Mid-Day Meal Scheme in Government and Government-aided schools. Since 2000, the Foundation has worked towards reaching more children with wholesome food on every single school day. The Foundation is continuously leveraging technology to cater to millions of children. Its state-of-the-art kitchens have become a subject of study and attract curious visitors from around the world.

In partnership with the Government of India and various State Governments, and the inestimable support of many philanthropic donors and well-wishers, Akshaya Patra has grown from humble beginnings serving just 1,500 school children across five schools. Today, Akshaya Patra's Mid-Day Meal Programme is the world's largest (not-for-profit run) school lunch programme, serving wholesome food to over 1.76 million children from 14,702 schools across 12 states in India.

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