

RightRice®

FOR IMMEDIATE RELEASE

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RightRice Donates 1% Equity Stake to Support Partnership with No Kid Hungry to Help Fight Childhood Hunger

Innovative brand joins Pledge 1% Movement and kicks-off "Right Mission" Campaign

SAN FRANCISCO, CA (June 6, 2019) – **RightRice®** the delicious breakthrough vegetable rice announced today it joins Pledge 1% to launch its "Right Mission" campaign aimed at fighting hunger and providing better nutrition for children. RightRice is donating a 1% equity stake in the company to No Kid Hungry to help drive greater impact in the fight to end childhood hunger.

No Kid Hungry launched in 2010 with a simple belief: No child should go hungry in America. But with 1 in 6 kids still living with hunger today, the campaign remains focused on working to end childhood hunger through effective programs that provide kids with the nutritious food they need.

RightRice® is the first of its kind vegetable rice grain that launched nationwide in Whole Foods Markets and on Amazon earlier this year. Packed with the power of vegetables, **RightRice®** offers more than twice the protein, five times the fiber and almost 40% fewer net carbs than a bowl of white rice. Kids love rice, and one of **RightRice®**'s core missions is finding ways to share the veggie packed nutrition of **RightRice®** with kids. By partnering with No Kid Hungry, **RightRice®** can accelerate its vision to support kids across the country.



"We are grateful to be partnering with the **RightRice®** team and Founder Keith Belling for his next disruptive food business," said Peter Kaye, Chief Revenue & Marketing Office for Share Our Strength, the organization behind the No Kid Hungry campaign. "Our alignment could not be stronger to build an innovative, entrepreneurial partnership supported by an equity stake for our organization in RightRice® that gives us the potential for significant future resources to help kids in America that live with the threat of hunger to get the healthy meals they need to succeed."

"**RightRice®** has been inspired by companies like Salesforce.com and Patagonia who have clearly prioritized social impact as a core part of their DNA." said Keith Belling, Founder and CEO of **RightRice®**. "At **RightRice®** we believe in a world where all companies are focused on both profits and impact and we are honored to kick off our 'Right Mission' campaign by donating 1% equity to No Kid Hungry to help scale their impact even further. We hope we can inspire other innovative, forward thinking food and beverage companies to join the Pledge 1% movement and follow suit."

Kids should be the ultimate stakeholders of all businesses and donating a significant equity stake in **RightRice®** is just the beginning of the Company's "Right Mission" to focus on finding ways to provide kids with better nutrition.

For more information visit *RightRice.com*, *NoKidHungry.com* or *pledge1percent.org*.

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About RightRice®

Popchips® founder and former CEO Keith Belling loved rice, except for the empty calories and all the carbs. That's what inspired him to create **RightRice®**, a tasty new rice grain made from vegetables, that launched nationwide in Whole Foods and on Amazon earlier this year. This shelf-stable grain is what we all love about rice, made even right-er. **RightRice®** is a complete, plant-based protein that's delicious, nutritious, and faster (and easier) to cook than regular rice. Every bowl of **RightRice®** has more than double the protein, five times the fiber, and almost 40 percent fewer net carbs than a bowl of white rice. Anything you can cook with rice, you can cook with **RightRice®**, and just like rice, **RightRice®** soaks up your favorite flavors and sauces. Original **RightRice®** is ready to season your own way, or you can try one of our delicious, already seasoned varieties like Lemon Pepper, Spanish, and Garlic Herb—all using real herbs and spices, non-GMO, gluten-free, vegan, kosher, all with a low glycemic index. **RightRice®** launched in 2019 and is headquartered in San Francisco.

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. Join us at www.NoKidHungry.org

About Pledge 1%

Pledge 1% is a movement to create a new normal whereby social impact is integrated into the DNA of companies of all sizes and stages. Pledge 1% provides a framework for companies to commit 1% of their equity, profit, time, and/or product to any cause of their choosing. Pledge 1%'s role is to inspire, educate, and empower all founders and companies to leverage their unique assets to be a force for good. Founded 5 years ago by visionary leaders from Salesforce, Atlassian, Techstars, Rally, and SV Angel, Pledge 1% has grown to over 8500 members in 100 countries. Pledge 1% members have already ignited over 1/2 billion dollars in new philanthropy. To learn more and/or join the movement visit www.pledge1percent.org