



*FOR IMMEDIATE RELEASE*

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### ***A Simple Gesture Receives Contribution to Address Food Waste in Guilford County***

**Greensboro, N.C., July 28, 2025** – A Simple Gesture, a nonprofit hunger relief organization, received a \$50,000 contribution from Honda to address food waste in Guilford County.

“This contribution will enable A Simple Gesture to vastly increase the amount of wholesome food that we can recover and deliver to nonprofits that serve meals to the community and to clients,” said Leslie Loyd, A Simple Gesture President & COO. “This is food that otherwise might have ended up in the trash. We are grateful for Honda’s commitment both to mitigating the harmful environmental impacts of food waste and to providing food for our hungry neighbors in Guilford County.”

A Simple Gesture’s Food Recovery Initiative rescues wholesome perishable food from grocery stores, caterers, schools, and businesses and quickly gets that food to nonprofits serving meals to their clients or to the community. The program also educates businesses and consumers about the impact of food waste, providing actionable ideas for preventing nutritious food from ending up in landfills. So far in 2025, A Simple Gesture has recovered over 850,000 pounds of perishable food that otherwise could have gone into the trash. That is equal to 1,062,500 child-size meals or 708,333 adult-size meals and is valued at \$1,640,500.

The USDA estimates that 30%-40% of food is wasted in the United States--enough for about 130 billion meals. That wasted food is the third-largest producer of greenhouse gases, equivalent to 37 million passenger cars. While carbon dioxide is the primary greenhouse gas produced by human activity, food waste produces methane, which is 21 times more potent than carbon dioxide. Keeping excess food out of landfills and getting it to organizations that can use this food quickly decreases the environmental impact of food waste while harnessing a low-cost option to feed thousands of our hungry neighbors.

“Supporting A Simple Gesture’s Food Recovery Initiative aligns with Honda’s commitment to reducing environmental impact while helping to ensure that nutritious food reaches those who need it most,” said Bobbie Trittschuh, charitable giving manager at Honda. “We are proud to contribute to a program that is providing meaningful support and a positive impact for families across Guilford County.”

A Simple Gesture was founded in 2015 to address food insecurity in Guilford County, NC.

### **About A Simple Gesture Food Recovery**

Based in Greensboro, NC, A Simple Gesture's primary goal is that no child or family is hungry. The organization now partners with 50+ area businesses to recover wholesome, usable food, and, led by volunteers, delivers it (at no cost) to 40+ Guilford County nonprofits. A Simple Gesture Food Recovery also has installed refrigerators in all Guilford County schools so students can safely store and share unopened food items from their cafeteria meals. The organization estimates those efforts will yield over 1 million pounds of food for children who are hungry.

Since 2015, A Simple Gesture has donated over 7 million meals for hungry and food-insecure children and families across Guilford County.

### **About Honda Corporate Social Responsibility and the Honda USA Foundation**

For more than 65 years in the U.S., Honda has been committed to making positive contributions to the communities where its associates live and work. The company’s mission is to create products and services that help people fulfill their life’s potential, while conducting business in a sustainable manner and fostering an inclusive workplace. Advancing its corporate social responsibility, Honda and the Honda USA Foundation support this direction through giving focused on education, the environment, mobility, traffic safety and community.

Learn more at <http://csr.honda.com/>.

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