FOR IMMEDIATE RELEASE
Nov. 9, 2026

Contact: John Pepper
412-951-1533
John.Pepper@highmarkhealth.org



Highmark Builds on Longstanding Commitment to Address Food Insecurity with Year 2 of (un)Hungry Campaign

- *Advocacy program harnesses the power of community to directly benefit food banks*
- *Organizations championing the (un)Hungry movement include the Buffalo Bills, Buffalo Sabres, I Heart Radio, Market 32 and Price Chopper, The Met Philadelphia, Penn State University, Pittsburgh Penguins, University of Delaware, and West Virginia University*

PITTSBURGH (Nov. 9, 2026) – Access to nutritious food is essential to good health. As the nation's largest nonprofit Blue Cross Blue Shield insurer, serving more than eight million people, Highmark supports a range of organizations and initiatives combating food insecurity throughout its multi-state footprint. Last year, the company expanded its commitment by introducing **(un)Hungry**, an annual community movement focused on alleviating food insecurity during the holiday season, when individuals are more likely to give and request support.

The first year included partnership with 15 food banks, raising awareness, and engaging our team members and making contributions to support families and individuals from children through veterans, Highmark is expanding its commitment to (un)Hungry this year through increased brand alliances and employee engagement.

(un)Hungry harnesses the power of community — in the form of food banks and pantries, individuals and businesses — to make a meaningful difference. Through a new collaboration with Market 32 and Price Chopper, Highmark is expanding its efforts in Northeastern New York this year by committing significant funding to the Regional Food Bank of Northeastern New York in support of the grocer's holiday food drive. Organizations that

are returning for a second year include the Buffalo Bills, Penn State University, The Met Philadelphia, Pittsburgh Penguins, University of Delaware and West Virginia University.

“Food insecurity remains one of the most pressing challenges facing the communities we serve,” said Kenya T. Boswell, senior vice president of Community Affairs for Highmark Health and president of the Highmark Foundation. “Entering its second year, the (un)Hungry campaign continues to build on our long-standing partnerships with regional food banks and ongoing efforts to fight hunger. It demonstrates the powerful impact of businesses, sports teams and neighbors uniting, and Highmark is proud to drive this movement forward, because a nourished community is a healthy community.”

Highmark’s commitment to food insecurity extends throughout the organization. The Highmark Bright Blue Futures charitable giving and community involvement program provided significant funding last year to food partners and food banks. Highmark initiatives support innovative produce farms, mobile markets, farmers markets, nutrition education, and healthy meal programs. Its Farm-to-Family program alone distributed more than 300,000 pounds of food in 2026. Its provider arm in Southwestern Pennsylvania, Allegheny Health Network, manages Healthy Food Centers which function as clinical ‘food pharmacies’ that provide free, doctor-prescribed nutritious groceries and education to food-insecure patients.

Highmark has pioneered nationally recognized solutions in collaboration with non-profit, healthcare, and government partners—screening more than two million individuals for basic health needs, developing high-performing social care networks, and implementing medically tailored meal and debit card programs.

Food insecurity remains an expansive public health challenge. According to Feeding America, 47.9 million Americans experience food insecurity. Households with children are at the highest risk, with one-in-five experiencing food insecurity. In 2023, more than 50 million Americans visited food banks and pantries for help. Food insecurity directly contributes to poor health outcomes, leading to higher rates of chronic diseases and increased health care costs.

“Tackling food insecurity takes all of us working together,” said Michelle Roberts, Buffalo Bills Vice President of Community Impact and Executive Director, Buffalo Bills Foundation. “The Buffalo Bills Foundation is proud to partner with Highmark’s (un)Hungry campaign to help bring greater awareness and resources to organizations fighting hunger. Together, we can make a meaningful difference for our neighbors who need it most.”

Highmark will promote (un)Hungry through owned and social media, driving individuals to unhungry.org to learn more about the initiative and find ways to support its food partners.

These partners include the Central Pennsylvania Food Bank, Facing Hunger, FeedMore WNY, Food Bank of Delaware, Foodlink, Greater Pittsburgh Community Food Bank, Helping Harvest Fresh Food Bank, Mercer County Food Bank, Mountaineer Food Bank, Philabundance, Regional Food Bank, Second Harvest Food Bank – a Program of Community Action Lehigh Valley, Second Harvest Food Bank of Northwest Pennsylvania, CEO Weinburg Northeast Regional Food Bank, and Westmoreland Food Bank.

To learn more about the (un)Hungry initiative, donate to a regional food bank or to find help, visit unHungry.org.

###

About Highmark

An independent licensee of the Blue Cross Blue Shield Association, Highmark Inc., together with its Blue-branded affiliates, collectively comprise the third largest overall Blue Cross Blue Shield-affiliated organization in the country with nearly 8 million members in Pennsylvania, Delaware, New York, West Virginia, Missouri and Kansas. Its diversified

businesses serve group customer and individual needs across the United States through dental insurance and other related businesses. For more information, visit www.highmark.com.