

Armour "Great Moms" Campaign Celebrates Inspirational Mom Helping Others

LISLE, Ill., Aug. 31, 2016 (GLOBE NEWSWIRE) -- Armour, the makers of great and convenient products including frozen meatballs, pepperoni and portable meal kits honored an unsung hero today. Armour hosted a special event at the Northern Illinois Food Bank in Geneva, Ill., as part of their campaign to recognize "Great Moms" across the country.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/2156e2bb-7839-414a-9e96-cf3fe071d790>

Ellen Tucker, a mother of two from Chicago, is a working professional who gives back to her community through her volunteer work at the Northern Illinois Food Bank. Tucker has turned to the Northern Illinois Foodbank herself for support in the past and thanks to the food bank, and other community support, she has been able to continue to pursue her dreams.

Through it all, Tucker has always been a loving "Great Mom" to her two daughters. Despite the fact that her youngest daughter is in a wheelchair as a result of a childhood illness, Tucker has always given both of her children everything they need to succeed.

Tucker was celebrated during a special event at the Northern Illinois Food Bank in front of her family, friends, mentors and co-workers. To recognize Tucker for being a "Great Mom" and an inspiration to others, Armour surprised her with \$2,500 in free groceries at Jewel-Osco.

"Ellen Tucker exemplifies the spirit of the Armour 'Great Moms' campaign," said Jennifer Zmrhal, Senior Director, Marketing, Smithfield Foods. "She has faced adversity, but that never stopped her from being the best mom possible. We are honored to celebrate and reward her with \$2,500 in free groceries at Jewel-Osco."

"We are proud to partner with Armour to recognize Ellen Tucker as a great mom," said Doug Cygan, Vice President of Marketing and Merchandising, Jewel-Osco. "Our moms are so special to all of us. They do so many things and never get an opportunity to be thanked. That is why we were so excited today to celebrate and give back to Ellen Tucker, a great mom here in our community."

Armour was pleased to recognize and reward Tucker as part of their "Great Moms" campaign- a national program designed to highlight and reward everyday great moms across the country. "Great Moms" often go without praise and Armour is helping to change that by showing its appreciation for these everyday champions.

The campaign includes monthly events through November to surprise and celebrate "Great Moms" across the country for their extraordinary efforts in their communities and at home.

"I kept looking around the room to ensure they were talking about me," said Tucker. "As a mother, you always put your children first. You never think to be recognized for that, but it's amazing to see Armour and Jewel-Osco partner to do this. I'm still shocked."

Armour is currently hosting the "Great Moms" sweepstakes. From now through November 30, look for specially marked Armour products or visit www.armourgreatmoms.com to enter for a chance to win up to \$5,000 in free groceries. No purchase is necessary to enter the sweepstakes.

Armour is a brand of Smithfield Foods.

About Armour

With America's favorite frozen meatballs, LunchMakers portable meal kits, and pepperoni products, Armour® is proud to be a trusted brand that provides convenient, delicious and affordable meal options for smart, sensible families since 1867.

About Smithfield Foods

Smithfield Foods is a \$14 billion global food company and the world's largest pork processor and hog producer.

In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield®, Eckrich®, Nathan's Famous®, Farmland®, Armour®, John Morrell®, Cook's®, Kretschmar®, Gwaltney®, Curly's®, Margherita®, Carando®, Healthy Ones®, Krakus®, Morliny®, and Berlinki®. Smithfield Foods is committed to providing good food in a responsible way and maintains robust animal care, community involvement, employee safety, environmental and food safety and quality programs. For more information, visit www.smithfieldfoods.com.

About Jewel-Osco

Established in 1899, Jewel-Osco, owned by New Albertsons, Inc., is becoming the favorite food and drug retailer in every market throughout the Chicagoland area. They operate 185 stores in Illinois, Indiana and Iowa, employing 31,000 associates while continuing to grow. Find more company information at JewelOsco.com and follow their social channels at Facebook.com/JewelOsco, Twitter.com/JewelOsco, and YouTube.com/JewelOsco.

Contact:

Jeff Dennison
Breaking Limits for Armour
2137 South Blvd., Suite 200
Charlotte, N.C. 28203
Mobile: 704-252-3356
E-mail: jdennison@breakinglimits.net

<https://Investors.smithfieldfoods.com/2016-08-31-Armour-Great-Moms-Campaign-Celebrates-Inspirational-Mom-Helping-Others>