

AUTOMOTIVE

Lexus takes a swing at hunger

April 6, 2018



Children are one in three residents who are served by the Greater Boston Food Bank. Image credit: Greater Boston Food Bank

By STAFF REPORTS

Toyota Corp.'s Lexus is teaming with the New England Sports Network to feed those in need through baseball.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The third annual Strike Out Hunger program will donate \$50 to The Greater Boston Food Bank each time a Boston pitcher strikes out a batter on the opposing team. Since this charitable initiative began, Lexus has donated \$147,100 to tackle hunger in Eastern Massachusetts, allowing the food bank to serve 437,000 meals.

"We're looking forward to working with Lexus and NESN again for the Strike Out Hunger program," said Catherine D'Amato, president and CEO of the Greater Boston Food Bank, in a statement. "Over the last few years, donations from this fundraiser have made a huge impact across Eastern Massachusetts and brought new awareness around hunger to fans in our communities.

"We're looking forward to even more strikeouts in 2018 go Sox!"

Food banking on the Red Sox

The donation program began on opening day and will run through all games of the regular 2018 Major League Baseball season.

In addition to the monetary contributions based on game play, six local Lexus dealers will host food drives in May and June, collecting non-perishable items.

"Lexus and our local dealers are thrilled to kick off the Strike Out Hunger program and to help fight hunger across Eastern Massachusetts for the third consecutive year," said Damon Rose, Lexus Eastern Area general manager, in a statement. "Children are one of every three residents served by the food bank, so it's more important than ever that we work together to end hunger in our own backyard.

"We're looking forward to another successful year of the Strike Out Hunger program and are hoping to exceed the strike out record from the last two years."



The Greater Boston Food Bank. Image credit: Greater Boston Food Bank

Hunger is a global issue, with many luxury brands taking on the cause.

Since 2013, Michael Kors' Watch Hunger Stop charity effort has raised funds and awareness to combat world hunger through partnerships with the United Nations World Food Program and its School Meals Program. Taking part in an ongoing charitable cause makes a brand's efforts seem more authentic and allows a brand to give back through social responsibility and civic duty ([see story](#)).

To-date, 15 million meals have been donated through Michael Kors' campaign.

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.