

**Community Service 2011 Company of the Week: Ameriprise Financial, Inc.
Week of December 18, 2011**

Ameriprise Financial Fights Domestic Hunger



Employees at the firm's Minneapolis headquarters participated in an onsite volunteer activity benefiting Kids Against Hunger.

The holiday season can be especially difficult for families who are faced with hunger – a cause that has been a priority for Ameriprise Financial since 2009, when the firm established a philanthropic partnership with Feeding America.

Recently Ameriprise invited its employees, financial advisors and clients to participate in a National Day of Service, to help people in their own communities who are struggling to meet this basic need. More than 7,000 responded to the call for action by volunteering at 320 hunger relief organizations across 47 states.



Private wealth advisors, Zelda Benson and Tucker Watkins, organized a team of 60 volunteers for Second Harvest Food Bank of Orange County.

Activities ranged from repackaging bulk food items to serving meals at neighborhood soup kitchens. Many of the firm's financial advisors also hosted food drives at their local offices and encouraged their clients to join them in supporting the cause.

The community-at-large was also invited to support domestic hunger relief efforts through the Ameriprise Financial Challenge. During September, October and November, the company matched all public donations to Feeding America – which helped the organization provide approximately four million meals for families at risk of hunger during the holidays.



Ameriprise employees and advisors in Phoenix helped Desert Mission Food Bank prepare meal packages for local families.

Through the efforts of its advisors, employees, retirees and clients, Ameriprise has provided more than 20 million meals, raised more than \$3 million and volunteered approximately 50,000 hours in support of domestic hunger relief – and those numbers will inevitably grow in 2012.

© 2011 Ameriprise Financial, Inc. All rights reserved.

Congratulations Ameriprise Financial, Inc.!