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AARP Foundation Announces Jeff Gordon as New Drive to End Hunger Ambassador

Driver's five-plus year affiliation with Drive to End Hunger continues to help raise awareness about senior hunger

WASHINGTON, DC—AARP Foundation announced today that four-time NASCAR Cup Series champion Jeff Gordon, former driver of the No. 24 Drive to End Hunger Chevrolet SS, will join AARP's team of experts as the organization's new Drive to End Hunger Ambassador. Gordon will be featured in a TV spot, debuting during the Daytona 500 on February 26, 2017, that promotes the work of AARP Foundation's Drive to End Hunger.

"By any measure, Jeff Gordon's achievements in NASCAR are impressive. Since AARP and AARP Foundation launched Drive to End Hunger in 2011 and teamed up with Jeff, we have helped provide over 37 million meals to support the more than 10 million older Americans who face the threat of hunger every day," said AARP Foundation President Lisa Marsh Ryerson. "We are very pleased that Jeff will continue to create awareness about older adult hunger as our Drive to End Hunger ambassador, making a real difference in people's lives."

AARP's primary sponsorship of the No. 24 team to benefit AARP Foundation represented the first cause-driven primary sponsorship in NASCAR. The multiyear nationwide campaign has raised awareness and funds for the problem of hunger among people 50-plus. The initiative aided in developing long-term, sustainable solutions to the hunger problem.

"What's been accomplished by Drive to End Hunger in a relatively short time is absolutely inspiring," said Gordon, one of the most accomplished drivers in NASCAR history and third all-time in wins. "AARP Foundation and AARP are incredible partners to be involved with, and I'm very happy to continue our work together. It's been an extremely rewarding and humbling experience for me personally."

The priorities of Drive to End Hunger, which is supported through donations from individuals, corporations and other nonprofits, are to raise awareness and funds to fight hunger among adults 50 and over and to provide short- and long-term solutions to the problem of older adult hunger.


For more information or to get involved, please visit www.DriveToEndHunger.org or follow @Drive2EndHunger on Twitter.

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About AARP Foundation

AARP Foundation works to ensure that low-income older adults have nutritious food, affordable housing, a steady income and strong and sustaining bonds. We collaborate with individuals and organizations who share our commitment to innovation and our passion for problem-solving. Supported by vigorous legal advocacy, we create and advance effective solutions that help struggling older adults transform their lives. AARP Foundation is the affiliated charity of AARP.

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Additional assets available online:  **Photos (1)**