

# Marketing Materials

- Category: Food & Drink
- Description (2000 character max)
  - **What is Giveaway?** Connect with local community and stores to share excess food. Your waste can be somebody else's treasure!
  - **How to Giveaway?** Snap a photo, add your items with a time and location, start sharing and make the world a better place! Or just simply browse through the items from the community and reach out to get what you need.
  - **Why Giveaway?** Food waste is a major problem in developed countries. In the United States, food waste is estimated at between 30-40 percent of the food supply. Based on estimates from USDA's Economic Research Service of 31 percent food loss at the retail and consumer levels, this corresponded to approximately 133 billion pounds and \$161 billion worth of food in 2010. You can be the difference today!
- Keywords (100 characters)
  - Food, exchange, leftovers, waste, social, platform, free, environment
- Screenshots (up to 5 per device)
  - 18+

