



Mercedes-Benz

Press Release
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Mercedes-Benz USA and Atlanta Falcons Running Back Bijan Robinson Join Forces with Backpack Buddies of Metro Atlanta to Fight Childhood Hunger

- More than 500 MBUSA employee volunteers packed over 6,000 meals with 7,200 pounds of food for children across the Metro Atlanta area during National Volunteer Week
- The National Volunteer Week initiative is part of MBUSA's corporate social responsibility mission, Driving Your Future, which supports educational and safety programming to empower the next generation

Atlanta. In celebration of National Volunteer Week (April 21-25, 2025), Mercedes-Benz USA (MBUSA) and Atlanta Falcons Running Back Bijan Robinson teamed up with nonprofit [Backpack Buddies of Metro Atlanta](#) to provide essential food supplies and complete meals to Atlanta-based children facing food insecurity. Many students rely on subsidized school meals to receive proper nutrition throughout the week, leading them to face hunger on the weekends – an issue that can lead to difficulties learning, low self-esteem, delayed social and physical development and more. Backpack Buddies of Metro Atlanta works to bridge the gap for students who don't have access to nutritious food on the weekends and holidays, enabling the kids to focus, learn and fully thrive outside of the classroom.

The meal-packing event was part of MBUSA's fourth annual National Volunteer Week initiative, featuring a week-long series of employee volunteer events that took place across the country. These efforts underscore MBUSA's national corporate social responsibility mission, Driving Your Future, which supports programming and resources necessary to foster development and empower young people for future successes.

"At Mercedes-Benz, we understand the power of community and the importance of working together to empower the next generation. Volunteering has always been an integral part of our culture, and National Volunteer Week is a testament to the collective dedication of our employee volunteers who devote their time to causes that create positive change and help build stronger communities."

Dimitris Psillakis, President and CEO of Mercedes-Benz USA

"It breaks my heart to know that there are children in our city living in hunger. Food should never be a luxury — it's a vital resource and a basic necessity for everyday life. Providing resources to youth has always been incredibly important to me, which is why I'm so grateful to have partnered with Mercedes-Benz USA and Backpack Buddies of Metro Atlanta to provide nutritious meals to kids in our community. Every child deserves access to food and the resources they need to thrive—in the classroom, on the playground, and in life."

Bijan Robinson, Atlanta Falcons Running Back and Mercedes-Benz USA Brand Ambassador

The Backpack Buddies of Metro Atlanta volunteer event was held at MBUSA's headquarters in Atlanta on Monday, April 21, bringing together more than 500 MBUSA employee volunteers who assembled over 6,000 meals, totaling 7,200 pounds of food. These nutritious meals will be distributed to children across the Metro Atlanta area, helping to fuel their mental and physical well-being.

"At Backpack Buddies of Metro Atlanta, we are so grateful for the support of partners like Mercedes-Benz USA. Their commitment to uplifting communities around the country, and those right in their backyard, allows us to continue our mission to address food insecurity in our neighborhoods and ensure that every child in the Metro Atlanta area has access to healthy meals every day."

Denise Bjurholm, Executive Director of Backpack Buddies of Metro Atlanta

As part of MBUSA's National Volunteer Week initiatives, employee volunteers also participated in Earth Day environmental efforts with the Chattahoochee Nature Center, promoted youth literacy work through Learning Ally, assembled over 4,750 safety kits with Safe Kids Worldwide, and volunteered with Junior Achievement to help prepare students for the workforce.

To learn more about MBUSA's CSR initiatives and Driving Your Future, please visit <https://www.mbusa.com/en/corporate-social-responsibility>.

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About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com. To learn more about all Mercedes-Benz entities in North America, visit <https://group.mercedes-benz.com/northamerica/>.

Driving Your Future is Mercedes-Benz USA's corporate social responsibility initiative to support educational programs that empower the next generation. As part of our commitment to positively impact communities where employees live and work, MBUSA has partnered with Safe Kids Worldwide and Junior Achievement USA to create and support programs focused on technology and sustainability, career readiness, and injury prevention to help the next generation succeed. To learn more about Driving Your Future, please visit www.mbusa.com/en/corporate-social-responsibility.

About Backpack Buddies of Atlanta

Backpack Buddies of Metro Atlanta is a nonprofit organization that provides weekend meals to food-insecure children in Metro Atlanta to enhance their mental and physical health as well as their ability to learn. Backpack Buddies of Metro Atlanta provides food at no cost to 37 community, civic, and faith-based organizations, called Community Buddies, that help deliver the weekend food bags to 50 Title 1

Metro Atlanta schools to support 2,500 food-insecure students each week. For more information, please visit www.backpackbuddiesatl.org.

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