

World Hunger Day: Hellofood wonders how to scare hunger away



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AFRICA INTERNET GROUP

Details Africa, 28th May 2015 - More than 800 million people in the world are currently suffering of hunger and poverty. Sub-Saharan Africa is the region with the highest prevalence of hunger. One person in four is undernourished, according to the World Food Program. Hunger affects everyone, from individuals to businesses in the food industry. Today is World Hunger Day and to raise awareness of the scale of the issue, Hellofood has challenged its community to help people #ScareHunger away with a donation to their local foodbank.

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Since yesterday, Hellofood has been asking its community how they scare hunger away, sharing funny and serious ideas with them to discuss this important issue. What can be the solution? Shouting? Calling your mum? Dress up like a ghost?

According to Hellofood, the best way to scare hunger is... food.

Considering the immense importance of this issue in Africa, Hellofood wanted to offer its users an easy way to contribute. Hellofood's team hope this will raise awareness, improve the public knowledge and spread the word about world hunger.

About hellofood

hellofood is the leading the leading online food ordering and delivery platform in Africa. The company enables restaurants to become visible in the online and mobile world and provides them with a constantly evolving online technology. For consumers, hellofood offers the convenience to order food online and the widest gastronomic range, from which they can choose their favorite meal on the web or via the app. Hellofood operates in Nigeria, Morocco, Kenya, Ghana, Senegal, Ivory Coast, Rwanda, Tanzania, Uganda and Algeria.

About Africa Internet Group

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, it's culture and it's people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood,

Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

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