**For Immediate Release**

**Feeding Matters raises more than $200,000 for Pediatric Feeding Disorder (PFD) During Livestreamed Annual Community Event**

*Honors Valley philanthropists Jim and Jo-Ann Armstrong with Visionary Award*

**PHOENIX, Ariz. (December 7, 2021) –**[Feeding Matters](http://www.feedingmatters.org/), the first organization in the world dedicated to advancing the system of care for pediatric feeding disorder (PFD), raised more than $200,000 during its [9th Annual Community Event,](https://www.feedingmatters.org/get-involved/attend/annual-luncheon/) presented by Jaburg Wilk Attorneys at Law and Mead Johnson Nutrition and underwritten by several additional local sponsors.

**This annual event was livestreamed on a national stage, from Phoenix, AZ on** November 5. More than 628 supporters from around the globe joined honorary chairs Phil and Robyn Calihan as the Arizona-based nonprofit honored Valley philanthropists Jim and Jo-Ann Armstrong with its Visionary Award.

The Armstrongs have been active figures in Phoenix philanthropy for decades. They have also been integral supporters of Feeding Matters from its inception. The Armstrong Family Foundation was one of the organization’s first funders which allowed for critical early growth which opened the doors to future funding. Several of the Armstrong family members have served in a leadership capacity including on the Board of Directors and as Lead Partner for Feeding Matters as part of a grant received from Social Venture Partners. Additionally, the entire family has continued to advise Feeding Matters over the years, and most recently, invested in the Power of a Name Campaign.

Several Feeding Matters benefactor families kicked off the event with glances at family mealtimes. Jaclyn Pederson,chief executive officer of Feeding Matters, kicked off the event with a welcome address. Founder and Emeritus Board Member, Shannon Goldwater followed with the story of her family’s personal journey with PFD and the worldwide collective that has grown around the cause alongside her now grown triplets. Feeding Matters shared several ***Stories of Hope* leading up to the event and during the program.**

**Visit**  Feeding Matters’ [Facebook](https://www.facebook.com/feedingmatters/) or [Instagram](https://www.instagram.com/feedingmatters/) accounts or catch the [recorded](https://www.feedingmatters.org/get-involved/attend/community-virtual-event/) broadcast available now on-demand, to be inspired by the courageous families facing PFD and the professionals who support them.

“The time and generosity of our supporters, donors, and partners continue to pave the way for our advocacy, educational and family support goals. This year held a very important milestone. The CDC officially approved Pediatric Feeding Disorder (PFD) as a stand-alone diagnostic code (R code) in the 2022 edition of the International Classification of Disease (ICD) and this has huge implications for all of the families struggling with PFD,” said Jaclyn Pederson,chief executive officer of Feeding Matters. “We are grateful to our dedicated support base who are behind us in achieving accomplishments like this that continue to create momentum toward a world in which children with PFD thrive,” Pederson concluded.

To watch the recorded broadcast, please click [here](https://vimeo.com/642183690). To download photos from the virtual event click [here](https://www.dropbox.com/sh/lmjwuy3mo048qqx/AADBJR81lF2kvsgiiCveFjHZa?dl=0).

**About Feeding Matters**

For kids with pediatric feeding disorder (PFD), every bite of food can be painful, scary, or simply impossible to swallow, potentially impeding nutrition, development, growth, and overall well-being. Yet, there is no functional system of care for PFD locally, nationally, or internationally. That’s why Feeding Matters is dedicated to creating a world where children with pediatric feeding disorder will thrive. Established in 2006, Feeding Matters is the first organization in the world uniting the concerns of families with the field’s leading advocates, experts, and allied healthcare professionals to ignite unprecedented change to the system of care through advocacy, education, support, and research – including a stand-alone diagnosis, the International Pediatric Feeding Disorder Conference, and the Infant and Child Feeding Questionnaire. In 2018, Feeding Matters reached more than 125,000 individuals in 50 states and 143 countries through their programs and website. To learn more about pediatric feeding disorder, visit [feedingmatters.org](http://www.feedingmatters.org) or follow us on Facebook, Instagram and YouTube at [@FeedingMatters](http://www.twitter.com/feedingmatters).

**Media Contacts:**

**Stephanie Sanstead**

Public Relations

stephanie@communicadenceco.com

602-476-9997

**Jaclyn Pederson, MHI**

Chief Executive Officer

Feeding Matters

jpederson@feedingmatters.org

602.690.6680

###