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The North Texas Food Bank kicks off holiday fundraising season, unveils new advertising campaign

Organization announces \$10 million fundraising goal to provide hunger relief to North Texans in need

DALLAS (Nov. 12, 2015) – The North Texas Food Bank launched its 2015 awareness campaign this week featuring new advertising by agency of record RSW Creative that reflects an evolution of recent years' "Hungry Today" campaigns using a familiar story-telling format.

At the core of the advertising campaign are stories -- condensed into a few words -- with faces of children, parents and seniors representing people in our community facing hunger. One billboard features a portrait of a young girl set against a vivid orange background with the headline, "Jumps rope. Skips meals." The campaign also accents the Food Bank's brand promise of "\$1 feeds 3 hungry kids" and the organization's new logo.



"This year the campaign continues the story-telling theme using a colorful eye-catching background to spotlight the struggles many North Texans face each day in putting food on the table," said the Food Bank's President and CEO Jan Pruitt. "Our goal for the season is to raise \$10 million through the multi-media campaign, direct mail, food drives, community events and partnerships, to drive awareness and donations to help us feed our hungry neighbors."

The media buy includes billboard placement on heavily traveled highways, including the Dallas North Tollway, Central Expressway, Sam Rayburn Tollway, and Lyndon B. Johnson Freeway; as well as DART bus transit ads; radio spots on 90.1 KERA- FM and 106.1 KISS FM 106.1; print ads in neighborhood publications, such as the *Dallas Morning News*, and *Playbill*; and digital and social media spots. New to the mix of media this year are cinema ads that will appear in multiple movie theaters, as well as digital and banner advertising in youth sports complexes in Frisco and McKinney.

Visit the NTFB newsroom to see the full advertising campaign: <http://web.ntfb.org/media-kit> and see a few billboard examples attached.

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In addition to launching the new ad campaign, the NTFB also is participating in a number of community collaborations this season to help meet the \$10 million goal, including:

- **Kids 4 Turkeys and Scots 4 Turkeys Turkey Drives.** Coppell ISD and Highland Park ISD will host special turkey drives this November to benefit the North Texas Food Bank. Highland Park ISD's Scots 4 Turkeys will take place on November 17 at Hyer Elementary, Bradfield Elementary, Highland Park Middle School, McCulloch Intermediate School and Highland Park High School. Kids 4 Turkeys will take place on November 20 at each Coppell ISD campus, at the Coppell ISD Administration Building and at the City of Coppell. Supporters may also visit www.NTFB.org/turkey to make online donations to the turkey drives.
- **M Crowd Restaurants Gift Cards that Give Back.** This holiday season, a portion of the proceeds from gift card sales at M Crowd Restaurants' Mi Cocina, Taco Diner and The Mercury will benefit the North Texas Food Bank. Each \$100 gift card will provide 6 meals for hungry North Texans.
- **Dallas Theater Center Presents 'A Christmas Carol.'** This classic holiday performance at the Wily Theatre with showings November 24 - December 25 will feature a request from the actor portraying Tiny Tim to support the North Texas Food Bank and provide relief for hungry children across North Texas. For tickets visit dallastheatercenter.org

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ABOUT THE NORTH TEXAS FOOD BANK

The North Texas Food Bank (NTFB) is a top-ranked nonprofit relief organization, providing access to 170,000 meals each day for hungry children, seniors and families through a network of more than 1,000 programs and more than 200 Partner Agencies in our 13-county service area. In fiscal year 2015, NTFB provided access to some 63 million meals but the need for hunger relief in North Texas today is much larger. To combat increasing food insecurity in North Texas, the Food Bank recently launched a 10-year plan to provide access to 92 million nutritious meals annually by 2025, a nearly 50 percent increase from the current output. For more information about the 10-year plan, visit ntfb.org/92million. NTFB is a member of Feeding America, a national hunger relief organization.