



A Member of Feeding America

MEDIA ADVISORY – Dec. 5 Event

NORTH TEXAS FOOD BANK CALLS FOR HOLIDAY HELP: \$7 Million Needed by End of December

Feeding America CEO Joins in Spotighting Increased Need Due to Drastic SNAP Cuts & Announces NTFB's Jan Pruitt as Incoming National Chair

WHAT: **HOLIDAY MEDIA EVENT** – The North Texas Food Bank is calling for help in raising a needed \$7 million before the end of the December, in order to put food on the tables of hungry North Texans now and into the new year. The call comes in the wake of new SNAP (Food Stamp Program) cuts that impact nearly half a million of the North Texas Food Bank's clients. The SNAP cuts alone require NTFB to supply an additional 1 million+ pounds of food per month – an increase of 20 percent -- to keep up with the increased demand.

Feeding America's Bob Aiken will join NTFB's Jan Pruitt and other community leaders in outlining the urgent need -- for both funds and weekday volunteers -- as they join in sorting food in the Food Bank's warehouse distribution center. Aiken will also announce Pruitt as the new national chair elect of Feeding America.

WHO:

- **Jan Pruitt**, President & CEO, NTFB & Chair Elect, Feeding America
- **Bob Aiken**, President & CEO, Feeding America
- **Chad Hennings**, Dallas Cowboys Veteran & Three-Time Super Bowl Champion
- **NTFB Partner Agencies & Clients** -- families sharing personal stories

WHEN: **THURSDAY, DEC. 5, 2013**
9:15am - Partner Agencies picking up food & loading it into trucks
9:30am - Media Event – Remarks & volunteers, participants sorting food

WHERE: **North Texas Food Bank** - 4500 S. Cockrell Hill Dallas, TX 75236 - [map](#)

VISUALS:

- Food displays showing how much can be purchased with donations of \$50...\$100
- NTFB's new "Hungry Today" holiday campaign billboard images & TV PSA

WHY:

- NTFB raises 40% of its annual funds from Nov-Dec, which means help is needed now more than ever
- NTFB provides access to 175,000 nutritious meals a day BUT the need is 300,000
- Every \$1 donated feeds 3 people
- 1 in every 4 children in North Texas are at risk of hunger
- Texas ranks in the top five states for food insecurity
- Texas is among the top five highest averages of monthly SNAP participants (2012)

-- more --

The [North Texas Food Bank \(NTFB\)](#) is a top-ranked nonprofit relief organization. Leading the fight against hunger in our community, we distribute donated, purchased, and prepared foods through a network of more than 1,000 feeding programs and 262 Partner Agencies in 13 counties. Since 1982, NTFB has distributed more than half a billion pounds of food. NTFB supports the nutritional needs of North Texans through research, education, advocacy and strategic partnerships. In fiscal year 2013, NTFB provided access to 62 million nutritious meals. NTFB is a member of [Feeding America](#), the largest hunger relief organization in the nation.

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Reality at Mealtime.
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