

MEDIA ALERT

Media Contacts:

Anna Kurian
North Texas Food Bank
Phone: (214) 724-6565
Email: annak@ntfb.org

Whitney Brandon Faulkner
Dallas Cowboys Football Club
Phone: (214) 682-8200
wfaulkner@dallascowboys.net



NORTH TEXAS FOOD BANK TO HOST TASTE OF THE COWBOYS FUNDRAISER AT NEW FRISCO LOCATION

DALLAS (May 2, 2017) – The North Texas Food Bank and the Dallas Cowboys will host the Taste of the Cowboys, presented by Caliber Collision, at the Ford Center at The Star in Frisco on May 7, 2017. The event will be the largest charity event held at The Star since it opened last year.

Taste of the Cowboys will feature past and present Cowboys players – including Travis Frederick, Chad Hennings, and Preston Pearson, as well as live entertainment from Reckless Kelly. Guests will have the opportunity to enjoy tailgate food stations from 30 North Texas restaurants and chefs including Perry’s Steakhouse & Grill, Neighborhood Services, and Lockhart Smokehouse. The evening will also feature both live and silent auctions for attendees to bid on items before and during the event.

All proceeds from the event will benefit NTFB’s Child Programs, which help provide food access to the one in four children in North Texas who are food insecure. Last year’s event provided access to 1.28 million meals for children in need.

WHEN: SUNDAY, MAY 7, 2017 6 p.m.

WHERE: Ford Center at The Star
9 Cowboys Way
Frisco, Texas 75034

WHO: *Media interviews available*



About the North Texas Food Bank:

The North Texas Food Bank (NTFB) is a top-ranked nonprofit hunger-relief organization with its primary distribution center in Southwest Dallas and administrative headquarters located in the Dallas Farmers Market. Each day, NTFB provides access to more than 190,000 meals for hungry children, seniors, and families through a network of more than 1,000 programs and more than 200 Partner Agencies. In fiscal year 2016, NTFB provided access to some 70 million nutritious meals. While NTFB is making steady progress toward closing the hunger gap, much work remains to be done to reach the organization’s 10-year goal of providing 92 million

nutritious meals annually by 2025.

NTFB is a member of Feeding America, a national hunger relief organization.

Ntfb.org