



A Member of Feeding America

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## MEDIA ALERT-UPDATE

### NORTH TEXAS FOOD BANK ISSUES URGENT CALL TO THE PUBLIC FOR HELP WITH MEETING THE NEED FOR FOOD, VOLUNTEERS & FUNDS

#### Community Partners Kroger & Whole Foods Market Immediately Answer the Call

DALLAS (Sept. 17, 2013) – The North Texas Food Bank is issuing an urgent call-to-action for the public to donate food, to volunteer in its two distribution centers, and to generously donate money to feed the hungry in North Texas. This urgent plea requires immediate action to fill empty pantry shelves and feed the growing numbers of people who do not have enough food to eat: children, senior citizens, and families.

"Our primary concern is to respond to our Partner Agencies' urgent need for food. Please help us, help them. This food shortage impacts food pantries, senior food programs, after school children's programs, shelters and soup kitchens - many that you know, love and already support." said **Jan Pruitt, President and CEO, North Texas Food Bank.**

This urgent call is the result of a seasonal slow-down in food and fund donations and the North Texas Food Bank is unable to keep pace with the increased demand for food from its Partner Agencies. In July and August food orders increased when schools were closed and students needed food to replace meals provided by school breakfast and lunch programs.

Step up and take action in the following ways:

1. **Donate food.** Collect healthy foods and drop off your donations at our Cockrell Hill distribution campus located at 4500 S. Cockrell Hill Road (near Ledbetter) on Monday-Saturday. Canned food donations can be left in the lobby during business hours (8am-5pm) or in the after-hours collection boxes left by the front door.

**Most Needed Food Items: Nutritious, family-size, non-perishable canned foods such as vegetables, fruits and meats. Examples are canned chicken, tuna, peanut butter, canned beans, dry pinto beans, chili/stew, shelf-stable milk, rice, low sodium soup and vegetables, lite-syrup fruit.**

2. **Volunteer your time.** NTFB needs up to 300 volunteers a day to sort and pack food at its distribution centers - from Tuesday through Saturday - ages 10 and up. Volunteer at [ntfb.org/volunteer](http://ntfb.org/volunteer); call 214-270-2055 or e-mail [volunteer@ntfb.org](mailto:volunteer@ntfb.org). If you are already scheduled to volunteer, please show up! Every set of hands will help to get the food to our Partner Agencies.
3. **Donate financially.** Every \$1 provides 3 meals, and a truck load of nutritious purchased food costs \$9,000. Go online and donate ([www.ntfb.org](http://www.ntfb.org)), or contact:

Colleen Brinkmann (Chief Philanthropy Officer) at 214-347-9594, [Colleen@ntfb.org](mailto:Colleen@ntfb.org), or  
Sandra Lewis (Director of Development) at 214-347-9600, [SandraL@ntfb.org](mailto:SandraL@ntfb.org).

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"Our call-to-action goes out to faith leaders, civic groups, individual, corporate and foundation friends, as well as, the general public. The need hits so close to home. I am confident that together we can solve hunger!" said **Jan Pruitt, President and CEO, North Texas Food Bank.**

Kroger has generously offered three locations where the public can donate canned goods. Pre-sacked "hunger bags" will be available for purchase by 5pm, Sept. 17. Bags are priced at between \$5 - \$10. All donations will benefit the North Texas Food Bank. Locations are:

CENTRAL DALLAS: Haskell at Central Expressway (4241 Capitol; Store 529)

LAKE HIGHLANDS: Northwest Highway at Plano (10677 E. Northwest Highway; Store 511)

PLANO: Parker at Dallas toll road (3305 Dallas Parkway; Store 540)

In addition, local and global Whole Foods Market offices graciously donated \$5000 to Resource Center Dallas, a North Texas Food Bank Partner Agency, for nutritious meals.

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, a national hunger relief organization ([feedingamerica.org](http://feedingamerica.org)).

Visit [www.ntfb.org](http://www.ntfb.org) and follow NTFB on social media (Facebook, Twitter, Pinterest, LinkedIn, YouTube) for more ways to contribute to the Food Bank during Hunger Action Month.

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#### **Media Contact/Interview Requests**

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