



## **MEDIA ALERT**

**CRUX teams up with Level Health Agency and The North Texas Food Bank to provide CRUXGG kitchen appliances and food to the South Dallas community**

**Wednesday (December 7) from 9 a.m. to noon at Kiest Park**

*In partnership with Power to Give Foundation, K104 and Buckner Children and Family Services, up to 300 families will benefit from the Cookin' with CRUX event*

### **WHAT:**

On December 7, 2022, CRUX®, part of the Made By Gather portfolio of kitchenware brands founded by Shae Hong, and the Level Health Agency are collaborating on *Cookin' with CRUX*, an event to ease food insecurity in South Dallas. In conjunction with the North Texas Food Bank, up to 300 families will receive select CRUXGG kitchen appliances as well as fresh produce to help make the holiday season both festive and flavorful. The event is in partnership with POWERHANDZ Power To Give Foundation, K104, and Buckner Children and Family Services.

Residents of South Dallas will have the opportunity to select from an array of fresh produce at this walk-up food distribution event. Each household will also receive countertop essentials including a CRUXGG Digital Air Fryer Toaster Oven and a CRUXGG XL Searing Grill/Griddle.

The *Cookin' with CRUX* event is a collaboration between Kimberly Hall Alexander, CEO of Level Health Agency, a healthcare communications company focused on reducing health disparities, and Made By Gather founder and CEO Shae Hong. Both Alexander and Hong desire to provide underserved communities the tools to make nutritious meals at home this holiday season and beyond. Alexander reached out to Danyel Surrency Jones, CEO and Co-founder of POWERHANDZ Power To Give Foundation and former NTFB Advisory Council member, to bring the collaboration together.

Participants do not have to register for this event. The food and kitchen appliances will be distributed on a first-come-first-served basis. Although no identification is required, the participants will be asked to share their name, the size of the family and provide a zip code where their family resides.

**WHEN:** Wednesday, December 7, 2022, from 9 a.m. - noon

**WHERE:** Kiest Park  
3080 S Hampton Rd, Dallas, TX 75224

**WHO:**

The following people will be available for interviews:

- John Lightbourne-Thompson, Brand Director, Made By Gather (CRUX)
- Kimberly Alexander, CEO of Level Health Agency
- Danyel Surrency Jones, CEO and Co-founder of POWERHANDZ Power To Give Foundation
- Erica Yaeger, Chief External Affairs Officer of the North Texas Food Bank

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**About Made By Gather (CRUX)**

Inspired by New York City's revered style and resilience, the CRUX® line was created in NYC in 2016 to engage a new generation of youthful cooking enthusiasts who were at the forefront of groundbreaking in-home culinary experiences. Since its inception, CRUX kitchenware has revolutionized this category and is touted as one of the first brands to match the appliance to the generation and not the other way around. Best known for reimagining kitchenware without sacrificing premium design, functionality and accessibility, CRUX products are distinguished as a trailblazing category-buster at the intersection of culture and innovation. CRUX is a Made by Gather™ brand.

Founded in 2003 by then-22-year-old entrepreneur Shae Hong, Made by Gather creates and incubates a portfolio of kitchenware brands for the design-savvy modern consumer. Made by Gather brands can be found online and in stores at major retailers nationwide.

Follow CRUX on Tik Tok @crux.kitchen and Instagram at @crux.kitchen.

**About Level Health Agency**

LEVEL HEALTH AGENCY is the only healthcare communications agency focused solely on reducing and eliminating disparities. As a full-service minority- and woman-owned global communications agency, we partner with companies from different sectors to develop solutions that advance health equity. Founded by Kimberly Alexander, widow of NFL linebacker Elijah Alexander, Level Health Agency was born from her realization of the lack of progress in the health disparities space. Elijah lost his battle with the blood cancer multiple myeloma in 2010, and Kimberly became a fierce advocate for patients and caregivers. Through her experiences, she learned firsthand about the devastating disparities plaguing minority communities. Her team creates strategies to help connect and "level with" communities who have historically been left out of the healthcare conversation. For more information visit [www.LevelHealthAgency.com](http://www.LevelHealthAgency.com)

**About POWERHANDZ**

POWERHANDZ is a global double minority-owned athletic training and rehabilitation product tech platform transforming the way athletes and patients improve human performance through the combined use of smart sports products, technology and services for the lifecycle of an

athlete. Based out of Frisco, Texas, the brand offers 12+ smart sports products and a technology platform designed for athletes and fitness enthusiasts across multiple sports to improve performance, decrease injury and aid in recovery. These products are sold in over 87 countries worldwide and are used by athletes of all different skill levels, ranging from youth to professionals. For more information visit <http://www.powerhandz.com>

### **About the North Texas Food Bank**

The North Texas Food Bank (NTFB) is a top-ranked nonprofit hunger-relief organization that sources, packages and distributes food through a diverse network of more than 400 feeding partners including food pantries and community organizations across 13 North Texas counties. The organization also provides food to children, seniors and families through various direct-delivery programs, including mobile pantries.

In its last fiscal year, the NTFB provided access to nearly 137 million nutritious meals, a 9% percent increase over the prior year. In response to the ongoing elevated hunger crisis, the organization has launched a \$500 million campaign, Nourish North Texas, to provide more food for today and hope for tomorrow by addressing the barriers to food security that our neighbors face.

The North Texas Food Bank is designated a 4-Star Exceptional organization by Charity Navigator based on its governance, integrity, and financial stability. NTFB is a member of Feeding America, the nation's largest hunger-relief organization. [www.ntfb.org](http://www.ntfb.org)

### **MEDIA CONTACTS:**

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