



Hays County Food Bank
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(512) 392-8300
www.haysfoodbank.org

NEWS RELEASE

News Release

FOR IMMEDIATE RELEASE

AREA BUSINESSES WITH BIG HEARTS GIVE BIG THIS SEASON

Hays County

Hays County may not be the biggest county in Texas, but it is home to some of the biggest hearts. In its 11th season of Turkeys Tackling Hunger, Hays County Food Bank put out a call for sponsors for their campaign. Each year, the food bank offers anyone in



need in the area a holiday meal box that they can take home and prepare a feast from for their families and/or friends. With such a large undertaking, the food bank always needs support from their community.¹

For the fourth year in a row, Night Hawk Frozen Foods in Buda, Texas has pledged their support to this campaign as the Title Sponsor. Not only do they give a financial contribution, but they also shut down their own operations for a half day to stuff all of the holiday meal boxes. Be on the lookout on the food bank's social media (Facebook, Twitter, and Instagram) for live shots of Boxing Day on Friday, November 10th. Human-size turkeys will even be joining in on the fun! Night Hawk Frozen Foods also

¹ Image: 2016 Turkeys Tackling Hunger Boxing Day at Night Hawk Frozen Foods

Serving hungry people in Hays County since 1984.



provides the stuffers (Night Hawk staff), storage, and boxing items (not food) to aid in the campaign.

Little Guys Movers in San Marcos and Grande Communications are also big sponsors of this event. The week prior to Thanksgiving, Little Guys Movers loans out their trucks and movers to transport holiday meal boxes to distribution locations around Hays County. The movers even offer their assistance with handing out these boxes alongside food bank staff and volunteers. Grande Communications helps with the campaign by donating financially and running the 2017 Turkeys Tackling Hunger Video. Keep a look out for it in Grande viewing areas! If you do not have Grande, the video will also be posted on the food bank's YouTube channel and website.

Frost Bank, in celebration of their grand opening on Wonder World Drive, has also pledged a significant financial contribution to help fund the Turkeys Tackling Hunger campaign. Lamar Advertising out of Austin donated a billboard in Buda (heading northbound it is before exit 223 on the left-hand side). The food bank hopes that the added visibility will increase awareness for both people in need and those who can help support their mission. Buda Turkey Trot, an inaugural 5K event happening on Thanksgiving morning, has also come on board as a sponsor for this year's campaign. Show them support by signing up for their fun run by visiting BudaTurkeyTrot.com. Run now so you can eat later!

Would you like to be an official Turkeys Tackling Hunger sponsor or just contribute out of the kindness of your heart? Contact Eleanor Owen-Oshan at EOwen-Oshan@haysfoodbank.org or by calling (512) 392-8300. If you make a donation of at least \$30 by October 13th, you qualify for this year's commemorative Turkeys Tackling Hunger shirt. Visit our website at HaysFoodBank.org to see this year's model and instructions on how to order. Food is a basic need, and everyone deserves a place at the table.

In 2016, Hays County Food Bank and its 20+ partner agencies distributed 679,456 pounds of food to an average of 8,500 food insecure residents each month. These residents were senior citizens, children, and many others facing economic challenges. "Food insecurity" refers to the availability of food and one's access to it. Hays County Food Bank is a not-for-profit organization that depends on volunteers and the generosity of the public to perform its mission. For more information, please visit haysfoodbank.org or visit us on Facebook or Twitter at @HaysFoodBank.

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