



Hays County Food Bank
220 Herndon St.
San Marcos, TX 78666
(512) 392-8300
www.haysfoodbank.org

NEWS RELEASE

News Release

FOR IMMEDIATE RELEASE

AMPLIFY YOUR FOOD BANK DONATION MARCH 1, 2018

Hays County -- February 25, 2018

Amplify Austin Day (March 1st, 6:00 p.m. - March 2nd, 6:00 p.m.) is Central Texas' annual community-wide day of online giving. This 24-hour period provides an easy and fun way for everyone to give together while helping local nonprofits. Last year, \$9.8M was raised for nearly 700 Central Texas nonprofits on Amplify Austin Day. This year, the goal is to raise over \$10M!

The food bank's chosen 'Power Hour,' a time when the food bank hopes to gain the most unique donations is between 11:00 p.m. - 12:00 a.m. on March 1st. If Hays County Food Bank has the most donors (dollar amount does not matter), then an extra \$1,000 will be rewarded to help with hunger fighting efforts. These donations cannot be scheduled, but rather must be done between 11:00 p.m. and 12:00 a.m. at <http://bit.ly/AmpHays>.

Hays County Food Bank is also searching for hunger warriors to take giving a step farther by creating a fundraiser. All fundraisers must be submitted before 5:00 p.m. on February 28th. Share your fundraiser for maximum exposure and encourage friends, families, and coworkers to give to a cause you believe in. There are instructions and a fundraising guide on our website at http://haysfoodbank.org/amplify_austin.aspx.

Monetary donations are needed to ensure food bank services can continue throughout the year. \$1 can provide 4 meals, \$10 can fund one nutrition class, and \$15 can fuel a van for food rescue and delivery to food distribution sites for a day. Every dollar makes a difference, and during Amplify Austin, it has the opportunity to make an even bigger difference.



In 2017, Hays County Food Bank and its 20+ partner agencies distributed 791,838 pounds of food to an average of 2,022 food insecure individuals each week. These residents were senior citizens, children, and many others facing economic challenges. "Food insecurity" refers to the

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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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