



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

NEWS RELEASE

News Release

FOR IMMEDIATE RELEASE

SOUPER BOWL OF CARING KICKS OFF WITH ITS ANNUAL CAMPAIGN TO TACKLE HUNGER

San Marcos -- Present to February 3, 2019

Super Bowl Sunday is a few short weekends away, and the excitement is building to see which 2 teams will get to battle it out during the big game. Souper Bowl of Caring uses this excitement to help promote good in our nation. While football players are busy tackling each other, Souper Bowl of Caring encourages us all to tackle hunger in our respective communities.¹



H-E-B is a big supporter of tackling hunger locally. From now until February 3rd (Super Bowl), shoppers can purchase a bag of food (tuna, green beans, corn, peanut butter, and spaghetti) or add a donation amount through tear-out tabs at the counter to participate in this campaign. Donations made at H-E-B stores in San Marcos will be given to Hays County Food Bank. Last year, shoppers donated nearly 10,000 pounds of food and \$30,000 to help tackle hunger in Hays County. Will 2019 be even more fruitful?

Souper Bowl of Caring is not limited to only supporting through grocery stores, however. The organization encourages individuals to collect food and funds on their own to donate to their local hunger-fighting charities. Many groups even go a step further, using a large soup pot to hold their donations.

Your game plan:

1. Register your group and check out the free resources at <https://souperbowl.org>.
2. Promote your event as much as possible.

¹ Julissa Badillo and Andre Francis take time to pose for a photo at the small H-E-B in San Marcos.

Serving hungry people in Hays County since 1984.





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3. Collect money and/or food before or on Super Bowl Sunday (February 3, 2019).
4. Report your results on the Souper Bowl of Caring website and share your victory.
5. Donate what you have collected to your charity of choice.

Let's start the year off right by making sure all have enough to eat. If you'd like to host a food or fund drive that's not associated with Souper Bowl of Caring, please contact Hays County Food Bank at (512) 392-8300 x230 or visit <http://haysfoodbank.org/fundraiser.aspx>.

In 2018, Hays County Food Bank and its 20+ partner agencies distributed 906,684 pounds of food to an average of ~750 food insecure households each week. 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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