



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

# NEWS RELEASE

## News Release

FOR IMMEDIATE RELEASE

### SOUPEL BOWL OF CARING ENCOURAGES DONATIONS TO LOCAL FOOD BANKS

Hays County -- January 14, 2017

Souper Bowl of Caring is a national food/fund drive that encourages groups to fight hunger within their own communities. The Super Bowl is typically the most watched program of the year, and Souper Bowl of Caring aims to make it more meaningful than just a game with commercials. Teams can collect financial and food donations until February 4th and choose which charity they would like to benefit. No money is sent to Souper Bowl of Caring, but they do ask that each team records what they collect. That way they can see the impact made across the nation.

How to Participate:

1. Visit [SouperBowl.org](http://SouperBowl.org) to register your team and choose Hays County Food Bank as your charity of choice.
2. Log your efforts. Make sure to record all food and funds collected on your team page.
3. Share your success through social media. Make sure to tag [@haysfoodbank](https://www.facebook.com/haysfoodbank) on Facebook, Twitter, and/or Instagram and use [#SouperBowlOfCaring](https://www.instagram.com/hashtags/#SouperBowlOfCaring).
4. Deliver the donation. After February 4th, schedule a delivery to the food bank. They would love to take a photo with you and thank you for your support!



Team participation is not the only way to engage in this drive. H-E-B stores are collecting donations as well. Shoppers can choose to donate a bag of pre-selected food or add a monetary donation to their grocery bill. Both San Marcos stores will benefit Hays County Food Bank this year.

If you would like to schedule a tour or donation drop-off to Hays County Food Bank, please contact Eleanor Owen-Oshan at [ewen-oshan@haysfoodbank.org](mailto:ewen-oshan@haysfoodbank.org) or at (512) 392-8300 x230.

*Serving hungry people in Hays County since 1984.*





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*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](http://haysfoodbank.org) or visit us on Facebook or Twitter at @HaysFoodBank.*

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