



United[™]
Supermarkets

Where service *and savings* matter.

For Immediate Release: December 1, 2011

Contact: Broc Carter, High Plains Food Bank, 806-374-8562 or 806-433-0526

Together We Can Holiday Food Drive to assist thousands in the Texas Panhandle

AMARILLO – As the economic downturn continues to affect Amarillo and the Texas Panhandle, the High Plains Food Bank is gearing up to help meet the need with the 16th annual Together We Can Holiday Food Drive.

The **Together We Can Holiday Food Drive** will be held **December 5-10, 2011** from **9:00 a.m. to 10:30 p.m. at Market Street United – 2530 South Georgia Street**. Throughout the week, the Food Bank will be requesting food and monetary donations to help feed over 13,500 people on a weekly basis. Food Bank collection barrels will also be located at all United Supermarkets locations and at in Amarillo and Canyon through the remainder of 2011.

The Food Bank's goal is to raise 120,000 pounds of food and \$60,000 during the food drive week. Individuals can purchase a red Food Bank can "scan tag" for \$1 at the cash register at any United Supermarket location in the Texas Panhandle now through Dec. 10. United will match a portion collected through the paper can sales (at the cash registers). All proceeds will benefit the High Plains Food Bank.

The most needed items this year include:

- **Green Bean**
- **Canned Soups**
- **Canned Mixed Vegetables**
- **1-5 lbs. Bagged Rice**
- **Sweet Peas**

- **Paper products (toilet paper, paper towels, tissue, napkins, paper plates)**
- **Personal hygiene items (soap, shampoo, deodorant, toothbrushes, toothpaste)**

This year has been a very hard time for residents of the Texas Panhandle. During the current recession, many have lost their jobs and could not afford to pay bills. Many people been faced with tough financial decisions due to unexpected expenses. As a result, the High Plains Food Bank has seen a sharp increase in people seeking first-time assistance. Proportionally, the demand on the Food Bank has increased.

New data from Feeding America projects there are 33,490 children living in the Panhandle with food insecurity. That is one in 4.

The High Plains Food Bank encourages everyone to help out during the holiday season. Everyone's support is needed to help the Food Bank continue to assist over 8,000 families in the Texas Panhandle. Through the Together We Can Holiday Food Drive, everyone can help the High Plains Food Bank in its mission of "Alleviating Hunger in the Texas Panhandle."

***The High Plains Food Bank** secures and distributes more than 7 million pounds of donated food and grocery products annually and 650,000 pounds monthly. The Food Bank distributes to over 170+ charitable agencies and churches operating food pantries, soup kitchens, emergency shelters, after-school programs and Kids Cafes throughout 29 counties of the Texas Panhandle. For more on the High Plains Food Bank please visit www.hpfb.org.*

###