

NEWS RELEASE

TARRANT AREA FOOD BANK CONTACT:
Andrea Helms, Director of Communications
817-332-9177, ext. 120; cell 817-657-9175



For Immediate Release

Kroger gift to BackPacks for Kids to benefit 1,300 children

\$25,000 grant can purchase 15 percent of food for weekend feeding program

FORT WORTH, TX (October 26, 2009) – With Texas leading the nation in the rate of hungry children – one in five – Kroger has granted \$25,000 for Tarrant Area Food Bank’s BackPacks for Kids weekend feeding program. The check was recently presented at the Food Bank by Gary Huddleston, director of consumer affairs for Kroger’s Southwest Division.

“Kroger’s generous gift will fund more than 15 percent of the kid-friendly, single-serving food items we need to purchase during the year for the Backpack program,” said Bo Soderbergh, executive director of Tarrant Area Food Bank.

As one of the 25 food banks in the country to pilot a backpack feeding program for children, Tarrant Area Food Bank has operated its program for the past five years. Each week this fall, Tarrant Area Food Bank’s BackPacks for Kids is serving a total of 1,300 children, who will benefit from Kroger’s commitment to end hunger in the Dallas-Fort Worth area.

BackPacks for Kids supplies nonperishable foods in single-serving containers easily opened by children. School-children at risk of hunger on the weekends take home these foods in unmarked backpacks on Friday afternoons. The backpacks contain food for both the student and other school-aged children in the household.

Kroger

The Kroger Southwest Division operates 208 stores and 85 fuel centers in Texas and Louisiana and is part of one of the nation’s largest retail grocery chains serving customers in 31 states. For more than 125 years Kroger has emphasized a customer-first approach to providing quality products, value pricing, outstanding service and an exceptional shopping experience. Headquartered in Cincinnati, Ohio, the supermarket retailer is dedicated to making a difference in the communities it serves by supporting hunger relief, education, women’s health and wellness, and diversity programs. For more information about Kroger, please visit www.kroger.com.

BackPacks for Kids

BackPacks for Kids is designed to curb the effects of undernourishment or malnutrition experienced by children living in poverty. Tarrant Area Food Bank places this program in elementary and middle schools or after-school programs in which a high percentage of children qualify for the National School Breakfast and Lunch program of free and reduced-cost meals. The program currently operates at 14 sites spread over nine cities in four counties.

Tarrant Area Food Bank

Founded in 1982 to collect and distribute donated food, Tarrant Area Food bank provides groceries in 13 counties to emergency pantries, after-school programs, emergency shelters, senior centers and other social service centers. This network of hunger-relief charities has seen the demand for food assistance increase 20 percent during 2009. To learn more about local hunger and Tarrant Area Food bank, please visit www.tafb.org.

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