

NEWS RELEASE

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Central Texas Food Bank Names NFL Star and Mexia Native Kelvin Beachum, Jr. Ambassador at Large

- **Beachum commits \$50,000 to support hunger relief in Limestone, Freestone and McLennan Counties, pledging to double that gift if his original donation is matched**
- **H-E-B partners in kickoff effort with special donation of produce for those in need**
- **Tri-county area has higher rate of hunger than the rest of Central Texas – one in five people is at risk of hunger versus 1 in 6 for Central Texas overall**

Austin and Mexia, TX, July 20, 2017 – The [Central Texas Food Bank](http://www.centraltexasfoodbank.org) today named Kelvin Beachum, Jr. of Mexia, Texas, and the NFL's New York Jets as "Ambassador at Large" in the fight against hunger in Central Texas. The announcement was made at a news conference held in conjunction with the Food Bank's monthly mobile food pantry grocery distribution at Caritas in Mexia. H-E-B partnered in the occasion by donating a shipment of produce to supplement the Food Bank's offerings.

In his remarks during the ceremony, Beachum made a generous personal commitment of \$50,000 to support hunger relief in Limestone, Freestone and McLennan Counties, pledging to double that gift if his original donation total is matched by other donors. The potential donations could result in a total of 600,000 meals for Central Texans in need.

"In my mind, hunger is unacceptable anywhere," said Mexia native Beachum. "But the issue has a special place in my heart when it comes to my hometown and nearby areas. More than 18,000 kids here in the tri-county area face hunger on a regular basis. I'm proud of the steps we've taken so far to help alleviate that situation, but it's time to take the fight against hunger to the next level. To me, being the Central Texas Food Bank's Ambassador at Large is not just an honorary title. I plan to give it my all, bringing my time, talents and resources to bear on the fight against hunger."

Since joining the NFL in 2012, Kelvin Beachum has been an advocate in the fight against hunger. He became an official spokesman for Bread for the World in May of 2015 and has partnered with them in a variety of activities and powerful anti-hunger actions. He is also a member of the Feeding America Entertainment Council and has a strategic partnership with World Vision.

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Beachum was instrumental in working with the Central Texas Food Bank to establish one of their mobile food pantries in Mexia in September of 2015. By using large trucks to take food directly to clients, mobile pantries fill geographic and service gaps in food assistance by providing Central Texans in need with basic staples, fruits and vegetables, and frozen foods in places where local food assistance services cannot keep up with demand. Since its inception, the Mexia mobile pantry has provided more than 77,000 meals to more than 7,000 individuals.

“Despite our best efforts, hunger continues to be a big problem, especially here in the tri-county area,” said Derrick Chubbs, President & CEO of the Central Texas Food Bank. “Kelvin Beachum’s vision and leadership in the fight against hunger here have been amazing. His selfless commitment to fighting hunger is the sign of a true humanitarian. As a Food Bank Ambassador, Kelvin will make great strides in helping us raise awareness and donations to help our neighbors in need. We’re very excited about the possibilities.”

H-E-B helped make the event even more special by contributing a shipment of fresh produce to add to the mobile food pantry’s usual offerings, underscoring the company’s longstanding commitment to fighting hunger.

“H-E-B is proud to be a part of the fight against hunger here in Mexia and the tri-county Area,” said Leslie Sweet, H-E-B’s Director of Public Affairs. “As an organization, we have been involved in the fight against hunger for more than 110 years, developing one of the strongest food bank assistance programs in the nation. We’re glad we could supplement today’s mobile pantry distribution with additional fresh produce and we look forward to working with Kelvin Beachum and the Central Texas Food Bank through our stores in the tri-county area to feed even more Central Texans.”

To make a contribution to help the Central Texas Food Bank match Kelvin Beachum’s \$50,000 gift, go to centraltexasfoodbank.org/kelvinmatch.

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ABOUT THE CENTRAL TEXAS FOOD BANK

The mission of Central Texas Food Bank is to nourish hungry people and lead the community in the fight against hunger. Founded in 1981, the Food Bank provides food and grocery products through a network of nearly 250 Partner Agencies and nutrition programs, serving nearly 46,000 people every week. Headquartered in Austin, the Food Bank serves 21 counties in Central Texas, an area about twice the size of Massachusetts. For more information on the Food Bank and its programs, visit centraltexasfoodbank.org.

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