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PRESS RELEASE

For Immediate Release

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Souper Bowl of Caring Kicks Off

Annual Hunger-Relief Effort in Central Texas

- Tuesday, January 8 through Sunday, February 3, 2019 -

Register TODAY at TackleHunger.org

January, 8, 2019 (Austin, TX) – The annual Souper Bowl of Caring hunger-relief campaign kicked off today in Austin at Veritas Academy with grocery retailers, Central Market, H-E-B and Randalls, media partners and Central Texas Food Bank. Students from Veritas Academy, as well as, Austin Jewish Academy participated in sorting food and entertainment activities with Deborah Argyropoulos Fine Art and Epic Entertainment. Mayor Pro Tem, Delia Garza gave a proclamation declaring January 8th as *Souper Bowl of Caring Day* and encouraged residents of Austin to make a positive difference and show compassion for their neighbors in need.

“The energy and enthusiasm felt this morning at Veritas Academy is a great reminder that this national movement of caring is youth-led and youth-inspired,” said Alison Reese, Executive Director of Souper Bowl of Caring. “We encourage everyone to get involved in the weeks leading up to the Big Game to tackle hunger and help Central Texans in need.”

A community collection goal of 3 million meals was set to address the rising needs of food assistance across Central Texas. Grocery partners Central Market, H-E-B and Randalls offer shoppers the opportunity to pick up a pre-packaged bag or make a cash donation at the register. Schools, churches, local businesses and passionate individuals can also register at TackleHunger.org to conduct their own food drive. 100% of all donations benefit local hunger-relief charities including Central Texas Food Bank and their partner agencies in 21 counties.

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Souper Bowl of Caring is supported in Central Texas by competing food retailers Central Market, H-E-B and Randalls and local media partners: CBS Austin, Telemundo Austin; KTBC-FOX 7 Austin; KVUE-ABC; KXAN-NBC, KNVA-CW Austin, KBVO-TV; Univision-62, Unimas-31; Austin Radio Network The Horn 104.9, KOKE 99.3 and 98.5, The Bat 105.3; Emmis Austin Radio 93.3 and 97.1 KGSR, 93.7 KLBJ, News KLBJ 590 AM / 99.7 FM, 101X KROX, Latino 102.7; 103.5 BOB; 107.1 La Z; iHeart Media's KASE 101; 96.7 KISS FM, 98.1 KVET, 102.3 The Beat; AM 1300 The Zone; Alt 97.5; Tu 103.1; Univision's Que Buena 104.3 and Amor 107.7; The Austin American-Statesman and more than 150 area schools and congregations.

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About Souper Bowl of Caring

Souper Bowl of Caring is a national youth-led movement of schools, congregations, community organizations and compassionate individuals joining together to fight hunger and poverty in their local communities, transforming the time around the Super Bowl into the nation's largest celebration of giving and serving. Since the program began in 1990, more than \$143 million in dollars and cans have been collected through Souper Bowl of Caring across the United States with 100% of all donations going directly to community food banks, soup kitchens or other charities chosen by each group. For more information or to join the team, visit TackleHunger.org.

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 260 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