



# MEDIA ADVISORY

**For Immediate Release**

July 23, 2012

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## H-E-B PLEDGES \$100,000 TO BRAZOS VALLEY FOOD BANK

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***Check presentation to take place Wednesday, July 25***

### WHO

**& WHAT:** On Wednesday, July 25 at 11 a.m. H-E-B will make a \$100,000 donation in support of the Brazos Valley Food Banks' "Because Hunger Won't Wait" capital campaign. At a time of growing demand, the Brazos Valley Food Bank finds itself out of space and has at times had to turn down donations for lack of adequate space. In response to this growing concern, H-E-B is stepping up to the plate by making a \$100,000 donation during this critical time of need. The company is making this donation through the **H-E-B Food Bank Assistance Program** to help meet needs in the Bryan/College Station area.

H-E-B's ongoing commitment to hunger relief and the communities it serves has been recognized as an important part of the way the company does business. The H-E-B Food Bank Assistance Program allows for the redistribution of food and non-food products, supporting a total of 15 food banks in Texas and 11 in Mexico. Additionally, H-E-B donates five percent of its pre-tax earnings annually to charitable organizations that are committed to making a positive difference in Texas communities.

These donations are among the many ways H-E-B supports hunger relief in Texas. In total for 2011, **H-E-B donated over 26 million pounds of food to food banks, which represents over 32.5 million meals.**

**WHEN:** 11 a.m. on Wednesday, July 25

**WHERE:** Brazos Valley Food Bank  
1514 Shiloh Avenue  
Bryan, TX 77803

### ABOUT H-E-B:

H-E-B, with sales of more than \$18 billion, operates more than 335 stores in Texas and Mexico. Known for its innovation and community service, H-E-B celebrated its 105 anniversary in 2010. Recognized for its fresh food, quality products, convenient services, and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience at everyday low prices. Based in San Antonio, H-E-B employs more than 76,000 Partners and serves millions of customers in more than 150 communities. For more information, visit [www.heb.com](http://www.heb.com).