

## Holidays to be less hungry for 1700 students in BackPacks for Kids program

### ***Gift from Mrs Baird's to provide additional food during holiday school break***

CITIES AFFECTED: Tarrant County--Arlington, Azle, Fort Worth, Haltom City, Hurst and Lake Worth; Hamilton County--City of Hamilton and City of Hico; Johnson County--Grandview; and Parker County--Brock.

FORT WORTH, Texas (December 14, 2011) – For the third consecutive year, Mrs Baird's is contributing \$6,000 to ensure that the 1700 children in the Tarrant Area Food Bank BackPacks for Kids weekend feeding program will be less hungry during the holiday break.

The gift from Mrs Baird's allows Tarrant Area Food Bank to provide additional food for the students and their school-aged siblings for the second weekend of the two-week holiday break. The children will pick up the backpacks with the additional food this Friday, Dec. 16, at their schools.

Each Friday of the school year, children in the BackPacks for Kids program take home, in unmarked backpacks, nutritious nonperishable food for themselves and their school-aged siblings who otherwise would be at risk of hunger over the weekend.

"Mrs Baird's sponsorship--for a third consecutive year--of additional BackPacks for Kids food during the holidays is the only way Tarrant Area Food Bank is able to provide food for the second weekend of this long school break," said Bo Soderbergh, the Food Bank's executive director. "This gift makes a very real difference for the children benefiting from Mrs Baird's generosity," he said.

"Food banks play a vital role in our communities, especially during the holiday season," said Dan Larson, Mrs Baird's marketing director. "Decades ago, Ninnie Baird regularly gave fresh bread for her Fort Worth neighbors. We are proud to continue this tradition and once again donate to the Tarrant Area Food Bank Backpack for Kids program," he said.

#### ABOUT

#### **The Tarrant Area Food Bank BackPacks for Kids Program**

Established in 2003, the Tarrant Area Food Bank BackPacks for Kids program has been operating this fall in 25 schools in 10 school districts covering Fort Worth, Arlington, Azle, Haltom City, Hurst and Lake Worth in Tarrant County, Hico and Hamilton in Hamilton County, Grandview in Johnson County, and Brock in Parker County.

#### BACKPACKS FOR KIDS PROGRAM of Tarrant Area Food Bank:

##### **Tarrant County:**

Arlington: Roark Elementary, Thornton Elementary, Webb Elementary, Wimbish Elementary Schools

Azle: Azle Elementary, Cross Timbers Elementary, Eagle Heights Elementary, Hoover Elementary, Liberty Elementary, Silver Elementary and Walnut Creek Elementary Schools

Fort Worth: Edward J. Briscoe Elementary, E. M. Daggett Elementary, East Fort Worth Montessori Academy, Hubbard Heights Elementary, Meadowbrook Elementary, Oakhurst Elementary and Western Hills Elementary Schools.

Page 2 of 2 – BACKPACKS FOR KIDS PROGRAM (Continued)

Haltom City: Haltom Middle School

Hurst: Bellaire Elementary School

Lake Worth: Marilyn Janice Miller Elementary School

**Hamilton County**: Ann Whitney Elementary School, City of Hamilton, and Hico Elementary School, City of Hico

**Johnson County**: Grandview Elementary School, Grandview

**Parker County**: Brock Elementary School, Brock

### **Mrs Baird's**

Mrs Baird's, a Texas tradition since 1908, produces and sells the highest quality bread, buns, rolls and sweet goods across Texas, Oklahoma and in parts of New Mexico, Colorado, Kansas, Missouri, Arkansas, Louisiana and Mississippi. Mrs Baird's is part of Bimbo Bakeries USA, which operates 35 bakeries in the United States. Bimbo Bakeries USA is headquartered in Horsham, PA, and is a wholly owned subsidiary of Mexico's Grupo Bimbo, S.A.B. de C.V., one of the world's largest baking companies. More information about Mrs Baird's full line of products can be found at [www.mrsbairds.com](http://www.mrsbairds.com).

### **Tarrant Area Food Bank**

Founded in 1982 as a nonprofit clearinghouse for donated food, Tarrant Area Food Bank is the primary source of food for 300 major hunger-relief programs in Fort Worth and 13 surrounding counties. Each month, this network of charities provides emergency groceries to more than 40,000 households and serves 570,000 meals and snacks on their own sites. During the past year (fiscal year 2011), Tarrant Area Food Bank distributed enough food (25.6 million pounds) for nearly 20 million meals. For more information, please visit [www.tafb.org](http://www.tafb.org), or call 817-332-9177. Find us on Facebook and follow us on Twitter as TAFoodBank.

###