



For Immediate Release
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**H-E-B FEAST OF SHARING GOES MOBILE FOR 2020
WITH THE HELP OF THE WEST TEXAS FOOD BANK**

Thousands of Heat and Eat Meal Simple Meals will be Distributed Throughout West Texas

MIDLAND, TX, November 4, 2020 – The West Texas Food Bank announced today the new partnership with H-E-B to distribute meals to the community as Feast of Sharing takes on a new look for 2020.

“For years the West Texas Food Bank has partnered with H-E-B in one way or another to make Feast of Sharing event a success,” said Libby Campbell, Executive Director of the West Texas Food Bank. “As with most things 2020, Feast of Sharing takes on a new look in order to serve the most West Texans in the safest way possible.”

With all eyes on the global pandemic, the decision was made to not host a community dinner, like what has happened in the past. This year H-E-B is donating over 18,000 Meal Simple Meals to the West Texas Food Bank, which will be distributed through special holiday distributions from the West Texas Food Bank outreach team, and Partner Agencies.

A list of Partner Agencies and Mobile Distribution locations is available on the West Texas Food Bank website: wtxfoodbank.org/how-to-get-help.

“A celebration we look forward to each and every year, the H-E-B Feast of Sharing gives us the opportunity to give back and ring in the holidays with our neighbors,” said Winell Herron, Group Vice President of Public Affairs, Diversity and Environmental Affairs. “Thanks to our partnerships with deeply dedicated nonprofits, we’re able to safely continue this tradition for families across Texas and Mexico.”

The first distribution of the Meal Simple Meals will be at the Mobile Distribution at the MCH Center for Primary Care on West University.

MCH Center for Primary Care - West University
6030 West University Boulevard
Odessa, TX 79764
9am - 11am

Representatives from H-E-B and the Food Bank will be on hand for interviews at 10am that Saturday.

About the West Texas Food Bank

The West Texas Food Bank (WTFB) is a nonprofit hunger relief organization that distributes donated and purchased food through a network of 80+ Partner Agencies in 19 counties throughout West Texas. The WTFB supports the nutritional needs of children, families and senior citizens through strategic partnerships with civic and corporate groups, as well as private donors. Every dollar donated provides four meals for the hungry, and 92 cents of every dollar goes directly to feed hungry West Texans. Founded in 1985, the WTFB is a member of Feeding America (feedingamerica.org), the nation’s largest network of hunger relief organizations. In FY 2019-20, over 10 million pounds of food was distributed to hungry West Texans.



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