



For Immediate Release
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JUMBURRITO TO HOST ANNUAL HOLIDAY PROMOTION BENEFITTING THE WEST TEXAS FOOD BANK

11th Annual Holiday Rewards Promotion Begins November 13th

ODESSA, TX, November 11, 2020 --- **The West Texas Food Bank** is excited to partner with JumBurrito for the 11th year in a row in their continuing commitment to feeding hungry West Texans. This year's fundraiser motto is "Give Yo'Self." Beginning Monday, November 13th, for every JumBurrito Revolutionary Rewards Card visit, JumBurrito will donate two meals to West Texas Food Bank. Between November 13th and December 17th, JumBurrito has pledged to donate \$.50 for each Rewards Card visit which is enough for West Texas Food Bank to provide two meals to a person in need.

If you are not a member of the JumBurrito Rewards Program already, signing up is quick and easy, and the benefits go way beyond free food! Not only is JumBurrito providing the West Texas Food Bank two meals for each customer who presents their JumBurrito Rewards Card, but each customer who presents their Rewards Card will be entered into a drawing for 1,000 Reward points.

This is the 11th year JumBurrito and the West Texas Food Bank have partnered during the holidays. Every year the turn out raises more and more money. Jose Cuevas Jr, owner of JumBurrito says, "We are truly inspired by our customers. They have responded with great enthusiasm every year and they love that our Rewards Club not only creates value for them but also focuses on helping others in need. They can even look at their receipt and keep track of how many meals their visits have personally created for someone in need."

Last year's promotion raised \$11,403 and provided 45,612 meals. We invite our West Texas friends to join us again this year at JumBurrito! Let's hit 50,000 meals this year!

"This is such a fun and easy promotion to benefit the West Texas Food Bank. The past few years have been difficult, and many West Texans have cut their food budgets. We see this reflected in the increase in food the Food Bank is distributing. We are on track to distribute 6 million pounds of food this year through our 19 county area. We invite you all to come out to JumBurrito and enjoy this delicious way to support the West Texas Food Bank." Libby Campbell, Executive Director, West Texas Food Bank

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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 90+ Partner Agencies in 19 counties throughout West Texas. The Food Bank 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 93 cents of every dollar goes directly to feed hungry West Texans. Founded in 1985, the Food Bank is a member of Feeding America (feedingamerica.org), the nation's largest network of hunger relief organizations.