



MEDIA RELEASE

Press release for Arkansas Hunger Relief Alliance. For immediate release.

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FOOD BANK OF NORTH CENTRAL ARKANSAS RECEIVES BEEF DONATION

LITTLE ROCK, AR (February 22, 2017)– The Arkansas Beef Project, a new program of the Arkansas Hunger Relief Alliance, made a large scale donation to the Food Bank of North Central Arkansas, in Norfork, Arkansas. Kathy Webb, Arkansas Hunger Relief Alliance executive director, and Michelle Shope, Arkansas Hunger Relief Alliance food sourcing and logistics director presented 822 pounds of ground beef to Jeff Quick, CEO of the Food Bank of North Central Arkansas.

“We want to thank the anonymous donor from Fulton County, whose generous donation of a black bull to the Arkansas Beef Project made this possible,” said Webb. “We’re also thankful to those members of the Arkansas Cattlemen’s Association and Farmers Feeding the World for their cash donations that allowed us to pay for processing of this beef. The generosity of their members and others make it possible for us to purchase quality ground beef for our member agencies.” Food pantries often cannot afford to purchase beef or don’t have a reliable source to provide beef to those in need. The 822 pounds of beef will be distributed by the Food Bank of North Central Arkansas to their member pantries in need Fulton County.

The Arkansas Beef Project is a new statewide partnership among the Arkansas Hunger Relief Alliance, Arkansas Cattlemen’s Association and Farmers Feeding the World. The project goal is to develop a reliable, sustainable and cost effective resource for meat protein for those Arkansans that don’t always know where they will get their next meal. Providing sufficient protein to people who are struggling with food insecurity is an ongoing challenge. Thanks to the generosity of many cattle ranchers and volunteers, Arkansans in need will have access to meat protein through their local food banks and pantries. Program costs are covered in part through a grant from the Walmart Foundation as well as donations to the Arkansas Beef Project by Arkansas cattlemen around the state.

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About The Arkansas Hunger Relief Alliance

Arkansas Hunger Relief Alliance, lead partner in Arkansas for the No Kid Hungry campaign, is a non-profit collaborative network of more than 480 hunger relief organizations across Arkansas. Our founding members include the Arkansas Foodbank in Little Rock, the Food Bank of Northeast Arkansas in Jonesboro, Harvest Regional Food Bank in Texarkana, Food Bank of North Central Arkansas in Norfork, Northwest Arkansas Food Bank in Bethel Heights and River Valley Regional Food Bank in Fort Smith. The Alliance is dedicated to reducing hunger through direct relief, education and advocacy. We invite you to visit www.ARhungeralliance.org for details on hunger relief programs, donor and volunteer opportunities.