

NEWS from Tarrant Area Food Bank

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For Immediate Release

Christmas to be less hungry for 1500 students in BackPacks for Kids program

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

FORT WORTH, TX (December 17, 2009) – Thanks to a gift of \$6,000 from Mrs Baird's in Fort Worth, 1500 children in Tarrant Area Food Bank's BackPacks for Kids weekend feeding program will be less hungry during the Christmas break.

Each Friday, children in the BackPacks for Kids program take home nutritious nonperishable food for themselves and their school-aged siblings to ensure that they have something to eat over the weekend. This Friday, Dec. 18, marks the beginning of the two-week Christmas break. The gift from Mrs Baird's allows Tarrant Area Food Bank to provide an additional bag of food for the students and their school-aged siblings for a second weekend.

“Providing food during school breaks for the Backpack program was not an option this year without a sponsor,” said Bo Soderbergh, Tarrant Area Food Bank's executive director. “Mrs Baird's is helping to make a real difference in the welfare of these children,” he said.

“We are happy to again team up with Tarrant Area Food Bank and participate in the BackPacks for Kids program,” said Dan Larson, Mrs Baird's brand director. “As a food company, we are especially pleased to help nourish the children in our community over the holiday season,” he said.

Tarrant Area Food Bank's BackPacks for Kids program, established in 2003, has been operating this fall in 16 schools in eight school districts in Fort Worth, Arlington, Azle, Haltom City, Hurst, Grandview in Johnson County and Hico and Hamilton in Hamilton County. The number of children in each program ranges from 50 to 180.

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 34 bakeries in the United States and distributes top brands such as Arnold®, Bimbo®, Boboli®, Brownberry®, Entenmann's®, Francisco®, Freihofer's®, Marinela®, Mrs Baird's®, Oroweat®, Stroehmann®, Thomas'® and Tia Rosa®, through more than 7,000 routes. 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 with over 108,000 associates and operations in 18 countries throughout the Americas, Europe and China. More information about Mrs Baird's full line of products can be found at 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 625,000 meals and snacks on their own sites. During the past year (2009), the number of families served by pantries increased 25 percent. For more information, please visit www.tafb.org, or call 817-332-9177.