



July 12, 2011

FOR IMMEDIATE RELEASE

For further information:

Jared Dorfman
ESW Partners
Jared.Dorfman@eswpartners.com
312.762.7421

Taco Bell hosts the Food Bank of Iowa at Principal Park on

July 15, 2011

July 12, 2011 – Des Moines Taco Bell will host over 600 volunteers, employees, and Backpack Buddies program families from the Food Bank of Iowa for Taco Bell Night at Principal Park when the I-Cubs take on the Oklahoma City Redhawks at 7:05 PM, Friday, July 15th. Also, one representative will throw out a ceremonial first pitch on behalf of the organization. Taco Bell and the Food Bank of Iowa have had a long-standing relationship committed to the mission of alleviating hunger through food distribution, partnership and education.

This is the fourth annual Taco Bell event at Principal Park, where Des Moines area Taco Bell has taken its own initiative to make local contributions to the Food Bank of Iowa.

Bill Osburn, a key operator for Des Moines Taco Bell said, “We’re thrilled to continue creating opportunities in our stores and for our customers to engage with this

important organization. We are especially appreciative of the many community-minded volunteers who have tirelessly helped serve hungry Iowans.”

The Food Bank of Iowa is a private, not-for-profit organization committed to its mission of alleviating hunger through food distribution, partnership and education. The Food Bank of Iowa solicits, receives, inventories and distributes donated food and grocery products to 437 partner agencies in 55 counties who directly serve needy individuals within their communities. Forty-two of these counties are served from their facility in Des Moines with the remaining 13 counties being served by their redistribution organization, the Food Bank of Southern Iowa.

“I truly appreciate Taco Bell’s continued support for the Food Bank of Iowa,” says Carey Miller, executive director of the Food Bank of Iowa. “They have always been a huge supporter of our organization and continue to help us accomplish our vision for a hunger free Iowa.”

Taco Bell Night at Principal Park will be a fun day for all attendees to the field. In addition, if the I-Cubs get 10 hits and win, fans can redeem their ticket stub for one free taco at participating area Taco Bell locations within 24 hours after the game.