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New Look, Same Mission

Food Bank Continues to Transition to New Name and Logo

Twenty five years ago, Harvest Regional Food Bank began its mission to alleviate hunger in southwest Arkansas and northeast Texas. What started as a group of dedicated volunteers picking up perishable meals and delivering them to local shelters and soup kitchens, has grown into a full service food bank, serving 10 counties and 60,000 food insecure individuals annually.

Harvest recently began unveiling a new logo that builds on the organizations legacy, with a new, modern look.

“We are very excited to be launching a new look as we begin our 26th year of fighting hunger,” said Camille Coker Wrinkle, Executive Director of the Food Bank. “The new logo represents our services beyond Texarkana and our growth from a local organization to a regional presence in hunger relief.”

The unveiling of the new logo comes at a time when more people in this region are struggling with hunger than ever before and the need to bring awareness to the issue is great. Recent USDA studies indicate that there are over 60,000 hungry individuals in this region and over 17,000 food insecure children.

“Be on the lookout,” said Wrinkle. “You will begin seeing more and more of our new look, as we continue rolling out the new logo on signs, materials and vehicles.”

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About Harvest Texarkana Regional Food Bank

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Harvest Texarkana Regional Food Bank is the food bank serving Bowie Co Texas as well as the southwestern corner of Arkansas including Miller, Lafayette, Hempstead, Little River, Sevier, Howard, Pike, Nevada and Columbia Counties. As a Feeding America and Arkansas Hunger Relief Alliance member, our mission is to eliminate hunger in this region through food distribution and education. Formed in 1989 as a food rescue organization, Harvest Texarkana has grown to a full service food bank distribution center providing over 2.9 million pounds of food in 2015 to 100 partner hunger relief agencies. Harvest Texarkana continues to serve as a food rescue operation, collecting excess prepared foods for local shelters and soup kitchens. Harvest Texarkana also operates a backpack program serving 22 campuses in 10 school districts as well as providing resources to agencies to operate backpack programs in the districts outside Texarkana. More information can be found at www.harvesttexarkana.org or by following us on Facebook at facebook.com/harvesttxk.