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FOR IMMEDIATE RELEASE

## HARVEST REGIONAL FOOD BANK ASKS SOUTHWEST ARKANSAS AND NORTHEAST TEXAS TO GIVE ONLINE THROUGH **ARKANSASGIVES.ORG** ON APRIL 7

Texarkana, Ark. (Feb. 15, 2016) – Southwest Arkansas and Northeast Texas givers will have an opportunity to stretch their charitable dollars by making online gifts to Harvest Regional Food Bank through **ArkansasGives.org** from 8 a.m. to 8 p.m. April 7.

Last year ArkansasGives raised \$2 million online in one day for more than 350 nonprofits statewide. This year's goal is \$4 million. "Your online donation April 7 will help Harvest Regional Food Bank earn bonus dollars from a \$400,000 bonus pool provided by Arkansas Community Foundation," said Camille Coker Wrinkle, Executive Director of the Food Bank. "It's one day, one easy way to give."

On April 7 the public will be able to give online from smartphones, tablets or personal computers by going to **ArkansasGives.org**, choosing Harvest Regional Food Bank and making a credit card donation. In addition to the value of their gift, ArkansasGives donors will help Harvest Regional Food Bank receive a portion of the bonus dollars and help them compete for additional cash prizes from First Security Bank that will be awarded to the organizations that raise the most individual donations and most total dollars.

"We're hoping to get donors to mark their calendars now to participate in this first-time statewide ArkansasGives day," said Wrinkle. "They can also text ARGIVES to 24587 to receive a reminder text to give on April 7."

ArkansasGives is presented by Arkansas Community Foundation in partnership with Arkansas Nonprofit Alliance and AT&T Arkansas. Media partners include THV 11 in Little Rock, KAIT in Jonesboro, KFSM TV 5 in Fort-Smith-Fayetteville, iHeart Media, the Arkansas Press Association, the Arkansas Broadcast Association and *Soiree* Magazine.

Arkansas Community Foundation offers tools to help Arkansans protect, grow and direct their charitable dollars as they learn more about community needs. By making grants and sharing knowledge, the Community Foundation supports charitable programs that work for Arkansas and partners to create new initiatives that address the gaps. Since 1976, the Community Foundation has provided more than \$132 million in grants and partnered with thousands of Arkansans to help them improve our neighborhoods, our towns and our entire state. Contributions to the Community Foundation, its funds and any of its 27 affiliates are fully tax deductible.

Harvest Regional Food Bank serves over 60,000 individuals in 10 counties each year through a network of nearly 100 partner agencies, pantries, shelters, and soup kitchens. Arkansas and Texas consistently rank in the top 5 for the highest incidents of hunger. Harvest Regional Food Bank works to eliminate hunger through Food Banking, Food Rescue, the Backpack Program, and Mobile Pantry.