



PRESS RELEASE

For Immediate Release

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Over \$1 Million in Food and Monetary Donations Raised in First Weeks of Souper Bowl of Caring

[Register at TackleHunger.org](https://www.tacklehunger.org)

January 22, 2020 (Dallas, TX) – As the San Francisco 49ers and Kansas City Chiefs prepare for the biggest celebration in football, thousands of Souper Bowl of Caring participants are mobilizing across the country to make the “Big Game” the largest weekend of giving and serving. **Over \$1 million in food and monetary donations have already been reported towards the North Texas goal of \$2.2 million with 100% of donations going directly to local hunger-relief charities.**

The idea of Souper Bowl of Caring began in 1990 with 22 churches in Columbia, South Carolina and has grown to a national grassroots movement fueled by young people working together to #TackleHunger and build stronger communities. Webb Chapel United Methodist Church in Farmers Branch embodies the spirit of Souper Bowl of Caring and has participated every year since 1998. Their congregation has collected a total of nearly 4,000 donations for Metrocrest Food Pantry, which struggles to keep their shelves stocked, especially after the holiday season. “Committed partners, like Webb Chapel UMC make it possible for Metrocrest Services to make sure local families have food on their tables when they are in need,” said Nicole Binkley, Chief Operating Officer for Metrocrest Services. “With their help, we are able to provide over 900,000 meals annually to our community. We are truly grateful for their continued support.”

With less than two weeks to go, Souper Bowl of Caring efforts continue to ramp up across North Texas with youth groups taking up collections in soup pots, hosting food drives at schools and volunteering at local hunger-relief charities. Groups can register now through Sunday, February 2nd at [TackleHunger.org](https://www.tacklehunger.org). [Join Us](#).

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About Metrocrest Services

Metrocrest Services is a 501(c)(3) nonprofit providing programs for individuals, families, and seniors that lead to self-sufficiency and foster independence. In 2019, Metrocrest Services provided assistance to 12,806 adults, children and seniors, including 909,377 meals to families in need. From rent and utility bill aid, to financial and budgeting assistance, employment counseling, a food pantry and home-delivered meals, Metrocrest Services provides for those who need a helping hand. The non-profit assists individuals living in Carrollton, Addison, Farmers Branch, Coppell and residents in the area of Dallas (75287) in Denton County. For more information, please visit MetrocrestServices.org or call 972-446-2100.

About Souper Bowl of Caring

Souper Bowl of Caring's mission is to empower youth and unite communities to #TackleHunger using the energy of the Big Game. Since 1990, Souper Bowl of Caring has generated more than \$150 million in food and monetary donations across the country. Participants donate 100% of their collection directly to their charity of choice, including food banks, soup kitchens or other local hunger-relief charities. For more information or to join the team, visit TackleHunger.org.

Souper Bowl of Caring North Texas: Souper Bowl of Caring North Texas is proudly supported by the Dallas Cowboys, competing food retailers Albertsons, Kroger, Market Street and Tom Thumb, local media partners: KDFW FOX 4, Channel 27 Fox4MORE, NBC 5, Telemundo 39, WFAA, CBS 11 and Texas 21; City of Dallas' Classical WRR 101.1 FM; Entercom's 98.7 KLUV, 100.3 JACK FM, ALT 103.7, La Grande 107.5, 105.3 The Fan, News Radio 1080 KRLD; iHeart Media's 106.1 Kiss FM, 97.1 The Eagle, 102.9 Now, Star 102.1 and Lone Star 92.5; LKCM Radio Group's KFWR 95.9 The Ranch & KTFW 92.1 Hank FM, Radio One's 97.9 The Beat, Majic 94.5; Salem Media Group's 94.9 KLTY, 100.7 The Word, 660 AM The Answer, 102.5 El Pez and 620 AM Radio Luz; *Al Día* and The Dallas Morning News; Fort Worth Star-Telegram; Clear Channel Outdoor; community partners Luby's, Medieval Times and more than 700 schools, youth groups and congregations state-wide.