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FOR IMMEDIATE RELEASE

KLRN and Broadway Bank Announce 2009 Food Drive

San Antonio, January 27, 2009: Fans of Rick Bayless' popular cooking series "MEXICO: One Plate at a Time" on PBS appreciate his encouragement of the use of vibrant flavors of Mexican cuisine. But for many families, "One Plate at a Time" signifies the struggle to put food on their family's table. KLRN along with Broadway Bank hope to encourage the community to provide food to families by partnering with the San Antonio Food Bank during the second annual "One Plate at a Time Food Drive".



WHAT: [Broadway Bank's One Plate at a Time Food Drive](#)

WHEN: February 1-28, 2009

WHERE: All Broadway Bank Locations
(San Antonio, Kerrville, Hill Country)

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The food drive, which will be held in San Antonio, Kerrville and the Hill Country, will run from **February 1st through February 28th 2009**. During the event, community members will be invited to drop off non-perishable food items in drop-off containers located at [Broadway Bank Banking Centers](#) throughout the KLRN viewing area. Each Broadway Bank will be provided with a drop-off container for the food which will be collected as needed by the San Antonio Food Bank. The food will then be taken to their warehouse and distributed throughout the area.

"The San Antonio Food Bank is working feverishly to meet the increased demand of emergency food assistance for local families. During the last few months of 2008, it seemed like there was going to be a short fall on everything... but, at the last minute, with the help of local residents and businesses, we reached our goal for the end of 2008," said Eric Cooper, Executive Director of the San Antonio Food Bank. The reality is that in our community, the demand still far outpaces the donations, and unfortunately the number of families who receive assistance has doubled in the last year.

"Especially during these difficult times, when the number of those in need is higher than ever, KLRN is proud to provide such a message and service to our community. This is the second year hosting this project, and we hope to be able to provide this type of assistance for many years to come," said Joanne Winik, President and General Manager of KLRN. The goal, of course, is to provide enough products to the shelves of the Food Bank so they feel confident in their ability to serve everyone in need.

[MORE](#)

The participation of Broadway Bank is also an integral part of this effort since they have so many locations throughout our community. "As a local financial institution, Broadway Bank is deeply committed to the communities and people in which we live and work," said Jim Goudge, Chairman and CEO of Broadway Bank. "We consider it a privilege to support KLRN in such a worthy cause."

Schools are encouraged to participate, and everyone in the community is asked to come together for those who need the assistance. To find a bank location near you, or to inquire about how you or your organization can get involved, please visit www.klrn.org/fooddrive.