



For Immediate Release

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CUPCAKES FOR A CAUSE

During Hunger Action Month

As a part of Hunger Action Month, The High Plains Food Bank and the Ruffled Cup Cupcakery are teaming up to put smiles on the faces of hungry kids. Beginning this Saturday, August 13, The Ruffled Cup will begin selling specially designed cupcakes to benefit the HPFB's Kids Cafe after school feeding program.

The cupcake is a marbled chocolate and white confection, topped with swirled frosting and mini M&Ms. and will only be available on Saturdays through the end of September. Owners Deanna Hurt and Ann Crum will be donating 100% of the sales of this one cupcake, which will cost \$2.50 and provides one meal for the Kids Cafe program. This "sweet deal" will help Kids Cafe which provides about 1,000 meals a day to at-risk kids afterschool Monday through Friday.

The Ruffled Cup is located at 3333 S. Coulter, in the Coulter Forum Shopping Center.

The High Plains Food Bank secures and distributes more than 7 million pounds of donated food and grocery products annually and over 650,000 pounds monthly. The Food Bank distributes to approximately 180 charitable agencies and churches operating food pantries, soup kitchens, emergency shelters, after-school programs and Kids Cafes throughout 29 counties of the Texas Panhandle. For more on the High Plains Food Bank please visit www.hpfb.org or follow us on Twitter: <http://twitter.com/hpfoodbank>.

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