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## WHATABURGER TEAMS UP WITH THE HIGH PLAINS FOOD BANK FOR MONTH-LONG CAMPAIGN

**(October 5, 2011 - Amarillo, Texas)** - The High Plains Food Bank today announced that it has partnered with Whataburger for the month of October to raise awareness of issues surrounding hunger in the Panhandle region. Amarillo-area Whataburger restaurants will host a number of events throughout the month, designed to be interactive for Whataburger customers and employees, while assisting the High Plains Food Bank as it continues its crucial work of alleviating hunger in the Panhandle.

“We couldn’t be more thrilled to partner with such a visible company like Whataburger,” said Zack Wilson, Executive Director, High Plains Food Bank. “The exposure and month-long partnership is a win-win for us; especially as we head into the busy winter months.”

Each event, outlined below, targets an area of need for the food bank, including monetary and food donations, as well as hunger awareness.

- October 6:** 20% of all sales between 5 and 8 p.m., at all six Amarillo Whataburger locations, will be donated to the High Plains Food Bank.
- October 11:** Whataburger employees will volunteer at the High Plains Food Bank.
- October 17-20:** Bring four canned food items into any of the six Amarillo Whataburger locations and receive a FREE Whataburger® coupon! (Limit of two coupons per customer.)
- October 24-28:** Donate to the Food Bank Week  
Whataburger employees will hand out information to customers about how they can donate to the High Plains Food Bank. (Donations will not be taken in the restaurants.)

“We are excited to have the opportunity to partner with the High Plains Food Bank throughout the month of October,” said Steven Haynes, Director of Operations, Whataburger Restaurants, LP. “We are committed to giving back to the communities we serve, raising awareness and helping the food bank fight hunger in the Panhandle.”

For more information on the High Plains Food Bank, visit [www.hpfb.org](http://www.hpfb.org).

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