

FOR IMMEDIATE RELEASE

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NORTH TEXAS FOOD BANK DISASTER RELIEF EFFORTS WILL STOP BY FAIR PARK TO PROVIDE AIDE TO SOUTH DALLAS RESIDENTS

DALLAS – March 31, 2020 – The North Texas Food Bank (NTFB), in conjunction with Fair Park First, Spectra, and In the City for Good, will distribute free food at Fair Park on Thursday, April 2 from 9:00 AM until 1:00 PM. The pick-up location will be in Lots 5A and 6A, located in between Robert B Cullum Boulevard and 2nd Avenue inside Fair Park. Participants should enter through Gate 5 only, located at the intersection of Robert B Cullum Boulevard and Grand Avenue. The Dallas Police Department will be onsite to assist with traffic flow.

“While COVID-19 has affected us all, it’s great that we’re able to host an event that benefits our immediate neighbors in south Dallas,” said Spectra’s Peter Sullivan, General Manager of Fair Park. “We’re thankful for this opportunity to give back to our community and help where we can.”

Patrons are encouraged to utilize the drive-thru service. Safety precautions have been established to limit any physical interaction with NTFB, Fair Park First, Spectra, and In the City for Good volunteers. While this service is focused on south Dallas residents, it will also be available to community members throughout Dallas County. Participants are encouraged to stay in their vehicles and volunteers will load a box of food staples into the trunk and securely close it. Community members are encouraged to take advantage of the NTFB mobile food distribution service during this difficult time.

“We are proud to partner with organizations like the North Texas Food Bank to meet rising needs for essential resources in our surrounding community during this crisis,” said Brian Luallen, Executive Director of Fair Park First.

The Dallas County shelter-in-place order allows residents to leave their homes to obtain food. All shelter-in-place guidelines are being followed. Community members are encouraged to take advantage of the NTFB mobile food distribution service during this difficult time.

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About Fair Park First

Fair Park First’s (www.fairparkfirst.org) mission is to restore, revitalize, and renew the more than 270-acre historic venue known as Fair Park to attract attention from across the region and the country. The Dallas-based non-profit seeks to create and implement a master plan for Fair Park; increase attendance with new events and world-class entertainment; create marketing campaigns to attract sponsors and awareness; improve tenant relations and secure revenue development; and ultimately improve and sustain the profitability of Dallas Fair Park. Fair Park First’s priority is to reestablish Dallas Fair Park as one of Dallas’ premier performance venues accessible and enjoyed by all.

About Spectra

Spectra is an industry leader in hosting and entertainment, partnering with clients to create memorable experiences for millions of visitors every year. Spectra’s unmatched blend of integrated services delivers incremental value for clients through several primary areas of expertise: Venue Management, Food Services & Hospitality, and Partnerships. Learn more at www.SpectraExperiences.com.

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About In the City for Good

Founded in 1998, In the City for Good is a nonprofit organization focused on helping other organizations change our community for the better. In the City for Good builds relationships and leverages the talents of a variety of groups in South Dallas, Texas, to feed the hungry, fight drug addiction, and support childhood education programs. Learn more at www.inthecityforgood.org.

About the North Texas Food Bank

The North Texas Food Bank (NTFB) is a top-ranked nonprofit hunger-relief organization operating a state-of-the-art volunteer and distribution center in Plano— the Perot Family Campus. Last year, the Food Bank worked hard in partnership with member agencies from our Feeding Network to provide access to almost 77 million nutritious meals across a diverse 13-county service area— this means more than 200,000 meals per day for hungry children, seniors and families. But the need for hunger relief in North Texas is complex and in order to meet the need the NTFB is working to increase our food distribution efforts. Our goal is to provide access to 92 million nutritious meals annually by 2025.