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Over 700 Needy Families Have a Holiday Meal with Hy-Vee's Donation of 4,000 Hormel Hams to Local Pantry

Heartland Hope Mission staff and Hy-Vee store employees handed out Hormel hams to over 700 families, providing holiday meals and toys to more than 1,400 children Saturday at the food pantry's Christmas in South O toy distribution.

FOR IMMEDIATE RELEASE

Heartland Hope Mission, OMAHA, NE – (Dec. 19, 2015) The Christmas season is often a very difficult time for families in need. Heartland Hope Mission is 200 requests over capacity for its Christmas toy distribution program and has seen a substantial increase in families needing holiday assistance this year as many families prioritize their most basic necessities over Christmas toys for their children.

At the Christmas in South O event on Saturday, parents shopped for toys while their children played in a bounce house, had their faces painted and took Christmas photos. Heartland Hope Mission served more than 1,400 kids and 700 families during the annual event held at its pantry building at 2021 U Street.

Hy-Vee, Inc. and Hormel Foods Corp. stepped up by providing more than 4,000 hams to help Heartland Hope Mission with its holiday effort. The total donation of the Hormel Cure 81 hams is valued at \$104,000.

"We wouldn't have been able to purchase these hams for so many families in need without the assistance of Hy-Vee and Hormel Foods," said Chelsea Salifou, executive director of Heartland Hope Mission.

Hy-Vee has been a longtime supporter of Heartland Hope Mission, and several Omaha-area Hy-Vee store directors were on hand Saturday to help distribute the hams.

"The holidays are a joyous time for many, but for others in our community who are facing financial difficulties, the holidays bring a lot of stress," said Brent Dykes, store director at the 180th and Q Hy-Vee. "No child or parent should have the worry of when they'll eat again. We thank Hormel Foods for this opportunity to partner with Heartland Hope Mission, so that we can help support food insecure families in our community."

Heartland Hope Mission provides groceries, hygiene items, and clothing to the working poor. In addition, the food pantry offers financial classes, community referrals and application assistance for other programs. All food is distributed locally. For more information visit HeartlandHopeMission.org.