



12NEWS "SHARE YOUR CHRISTMAS" 2015

SOUTHEAST TEXAS BUSINESSES, please join the 12News "*Share Your Christmas*" Food Drive. All proceeds go directly to the Southeast Texas Food Bank, which feeds approximately 10,000 households a month throughout eight counties (Jefferson, Orange, Hardin, Jasper, Newton, Polk, Sabine and Tyler).

To participate, immediately begin COLLECTING NON-PERISHABLE FOOD ITEMS and/or MONEY among your employees. You may also involve your customers, if you wish (some suggested ways to incentivize employees and customers are offered in #3 in the attached Instruction / Tip Sheet). Participating businesses will also be invited to have a representative appear on-air with 12NEWS on Thursday, December 3, 2015, as we air `live_ all day from the station and remote locations. At that time, we will acknowledge your business and recognize your participation in the Food Drive.

12News will also provide a 1st place prize of a \$1,500 advertising schedule to use on our stations (pending availability), 2nd place prize of a \$1,000 advertising schedule to use on our stations (pending availability), and a 3rd place prize of a \$750 advertising schedule to use on our stations (pending availability).

Have your employees/customers collect money and/or non-perishable food items. Take your food items/money to the Southeast Texas Food Bank, 3845 S. MLK, Jr. Parkway, Beaumont. The Food Bank will weigh your collected items and keep a running total of pounds of food items and money you have collected. We will contact all participating businesses in mid-November to assign a specific time to appear on-air on December 3rd.

Working together, our community can make an enormous difference in meeting the needs of thousands who are less fortunate. In a season when we consider how fortunate we are, let's share with others and feed the hungry in Southeast Texas. There is no reason anyone should go hungry when we have resources that can be shared.

Please COMPLETE AND RETURN the attached `Share Your Christmas 2015_ form as soon as possible. Thanks for your support!

Sincerely,

Nadia Cowart
12NEWS
Promotion Manager



INSTRUCTION / TIP SHEET

1. Complete and return the attached form immediately, if you will participate in 'Share Your Christmas 2015'.
2. Begin IMMEDIATELY collecting non-perishable food items and/or money.
3. Select an enthusiastic person or team of employees to coordinate the project. Use creative means to encourage and challenge employees and customers to donate. Consider using challenges between employee departments and include prizes, contests, games, time off, or other morale building exercises for meeting the set goal for the day/week. Give customers a business generating motivation such as special coupons/offers for donations to the drive or hold a drawing for a chance to win a free item that customers can enter by making a donation.
4. Declaring collection of particular items or menus each day/week has proven successful for many businesses (e.g., soup on Mondays, beans and rice on Tuesdays, breakfast items on Wednesdays, canned meats on Thursdays, peanut butter and canned tuna fish on Fridays, etc.)
5. Place collected items in boxes and take them to the Southeast Texas Food Bank, 3845 S. MLK Parkway, Beaumont. Mark all boxes of food with the name of your business. The Food Bank will weigh your items and input your records into a data base. Donation totals will be updated each time new deliveries are made. **MARK THE NAME OF YOUR COMPANY ON ALL BOXES THAT ARE DELIVERED TO THE FOOD BANK.**
6. On Thursday, December 3rd, 12NEWS will be airing 'live' from 12NEWS and select remote locations. On this date, there will be a specific time for your company representative(s) to be 'live' on-air with us. At that time, we will recognize your business and its participation in the food drive. We will call you closer to the on-air date to set the specific time for your appearance.

12NEWS will provide a prize to the 1st place winner that will be a \$1,500 advertising schedule to use on our stations (pending availability), 2nd place winner will receive a \$1,000 advertising schedule to use on our stations (pending availability), and a 3rd place winner will receive a \$750 advertising schedule to use on our stations (pending availability).

7. If you donate money, you may drop off cash or checks (made payable to the Southeast Texas Food Bank) at the Food Bank or bring them and present them when we recognize your business on-air December 3rd.

Should you have any questions,
call Nadia Cowart at 12NEWS 409- 981-1503

or

Dan Maher, Executive Director of the Southeast Texas Food Bank, 409-839-8777

“SHARE YOUR CHRISTMAS” 2015

_____ **YES, our business WILL participate in the food drive and WILL appear on-air with 12News on Thursday, December 3rd.**

_____ **YES, our business WILL participate in the food drive but WILL NOT appear on-air with 12News on Thursday, December 3rd.**

Business: _____

Phone: _____ **Fax:** _____

Mailing Address: _____

City: _____ **Zip:** _____

Physical Address: _____

Contact Person: _____ **Phone:** _____

Email Address: _____

******COMPLETE AND RETURN this form to Nadia Cowart at ncowart@12newsnow.com, fax # (409) 981-1562 or mail to:**

**12NEWS
ATTN: Nadia Cowart
525 I-10 South
Beaumont, TX 77701**

If you have any questions or need additional information, please call Nadia at (409) 981-1503.