

Omaha Steaks Partners with The Salvation Army to Provide Over 60,000 Pounds of Steaks to Those Affected by Hurricane Laura



(Omaha, Neb. August 31, 2020) – Omaha Steaks announced today the launch of a new partnership with The Salvation Army to help them provide meals for thousands of families affected by Hurricane Laura. To kick off the partnership Omaha Steaks has donated over 60,000 pounds of steak, which totals nearly 200,000 portions, to The Salvation Army in order to help feed those affected by Hurricane Laura. This is the largest product donation in the history of the company, and since the beginning of the pandemic, Omaha Steaks has donated well over one million dollars of high-quality protein to various organizations around the country to help feed those in need. Members of the Omaha Steaks leadership team, including fifth-generation family-owner Todd Simon, will be personally loading the freezer trucks at their main production facility on Monday, August 31 at 11:00 a.m. CDT.

Omaha Steaks will be coordinating with Salvation Army disaster relief teams in the impacted areas to prepare and serve the steaks from The Salvation Army's fleet of mobile feeding units. More than twenty-five feeding units are deployed from Lake Charles, Louisiana to Beaumont, Texas to provide desperately needed food and drinks to hurricane survivors and rescue workers.

"We want to help provide meals to families dealing with the devastation of Hurricane Laura during this difficult and unprecedented time of need," said Todd Simon, Family Owner, Omaha Steaks. "In the midst of a pandemic, the effects of Hurricane Laura add another layer of concern for families in need of assistance. With continued uncertainty around school closures and job securities, a natural disaster on top of this uncertainty is devastating. It is an honor to be able to support families in need with donations to help those impacted by Hurricane Laura."

"We are so grateful to Omaha Steaks for providing and delivering so many meals to families in need," said Captain Trey Jones, the Incident Commander for The Salvation Army's disaster relief operations in Louisiana. "Hurricane Laura has absolutely devastated southwest Louisiana and east Texas and the generosity of the Omaha Steaks team will mean that thousands of families will get a nourishing meal when power is out, water is unavailable, and very few stores are open. These are meals that *absolutely* matter."

About Omaha Steaks®

Omaha Steaks, America's Original Butcher, founded in 1917, is an Omaha, Nebraska-based, fifth-generation, family-owned company, who has a history of supporting food security through long-standing relationships with food banks, and partnerships with national organizations to provide food to those in need during natural disasters and during the pandemic. Omaha Steaks markets and distributes a wide variety of the finest quality USDA-approved, grain-fed beef and other gourmet foods including seafood, pork, poultry, slow cooker and skillet meals, side dishes, appetizers and desserts. Today, Omaha Steaks is recognized as the nation's largest direct response marketer of premium beef and gourmet foods, available to customers by calling 1-800-228-9055, online at www.OmahaSteaks.com or at retail stores nationwide.

About The Salvation Army

The Salvation Army annually helps more than 23 million Americans overcome poverty, addiction, and economic hardships through a range of social services. By providing food for the hungry, emergency relief for disaster survivors, rehabilitation for those suffering from drug and alcohol abuse, and clothing and shelter for people in need, The Salvation Army is doing the most good at 7,600 centers of operation around the country. In the first-ever listing of "America's Favorite Charities" by The Chronicle of Philanthropy, The Salvation Army ranked as the country's largest privately funded, direct-service nonprofit. For more information, visit www.SalvationArmyUSA.org or give at HelpSalvationArmy.org.

To support the Hurricane Laura relief efforts of the Salvation Army visit www.SalvationArmyUSA.org.

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