

## Businesses Join Together to Deliver More than 5,000 Servings of Protein to Food Bank for the Heartland



**(Omaha, Neb., Feb. 22, 2022)** – While the holidays may be over, food insecurity, rising prices of goods, and supply chain issues continue into the new year. As a result, we are pleased to announce a unique partnership with United Rentals which has enabled a significant food donation to Food Bank for the Heartland.

To thank their employees for their hard work last year, United Rentals provided each of their employees a cooler of Omaha Steaks packed with a variety of proteins. United Rentals gave their employees the option to donate their Omaha Steaks package to a local charity. 140 employees decided to donate their gifts of protein to Food Bank for the Heartland.

When Omaha Steaks, a Nebraska-based, 105-year-old family-owned company, learned about United Rentals' employees donating their holiday meal to charity, Omaha Steaks decided to match that donation, bringing the total to 280 protein packages.

Food banks typically receive nonperishable, shelf-stable foods, leaving out a crucial part of a balanced diet – protein. Protein-rich foods play an important role in our fight against hunger. It is more filling than fats and carbs, increases muscle strength, promotes bone health, boosts metabolism, and provides many other dietary benefits. Unfortunately, the high-cost and perishable nature of protein means it is donated less frequently.

On February 22, Omaha Steaks will deliver a truckload containing more than 5,000 servings of protein to Food Bank for the Heartland. The donation will include an assortment of steaks, chicken, pork, all-beef franks, seafood, sides, and desserts.

“At Omaha Steaks, serving others is at the very core of who we are, from serving our customers to serving our communities,” said Todd Simon, fifth-generation family owner, Omaha Steaks. “Omaha Steaks is committed to providing high-quality protein to families in need.”

“We are grateful to Omaha Steaks and United Rentals for their commitment to helping our neighbors facing hunger,” said Brian Barks, Chief Executive Officer at Food Bank for the Heartland. “Their generous donation of protein will help families in our community who may not otherwise receive high-value protein products.”

“We’re thankful for the opportunity to partner with Omaha Steaks to donate meals to local families in need,” said Todd Hayes, Region Vice President, United Rentals. “We love to collaborate with other local businesses to help out our community.”

### **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, 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](http://www.OmahaSteaks.com) or at retail stores nationwide.

### **About United Rentals**

United Rentals, Inc. is the largest equipment rental company in the world. The company has an integrated network of 1,288 rental locations in North America, 11 in Europe, 28 in Australia and 18 in New Zealand. In North America, the company operates in 49 states and every Canadian province. The company’s approximately 20,400 employees serve construction and

industrial customers, utilities, municipalities, homeowners, and others. The company offers approximately 4,300 classes of equipment for rent with a total original cost of \$15.79 billion. United Rentals is a member of the Standard & Poor's 500 Index, the Barron's 400 Index and the Russell 3000 Index® and is headquartered in Stamford, Conn. Additional information about United Rentals is available at [unitedrentals.com](http://unitedrentals.com).

#### **About Food Bank for the Heartland**

Food Bank for the Heartland is a private 501(c)(3) nonprofit organization based in Omaha, Nebraska distributing nutritious food to nearly 600 network partners across 77 counties in Nebraska and 16 counties in western Iowa. Food Bank for the Heartland provided more than 37 million meals in FY 2021, nearly nine million more than the previous year, helping to break the vicious cycle of food insecurity for children, families, seniors, and veterans across the Heartland. For more information, visit [FoodBankHeartland.org](http://FoodBankHeartland.org).

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