

Omaha Steaks and United Rentals to Deliver Post-Holiday Gifts of Food and More Than 8,600 Meals to Food Bank for the Heartland

The donation is a \$1M milestone in Omaha Steaks food donations for the year



(OMAHA, Neb., Feb. 28, 2024) – Omaha Steaks will deliver over 8,600 meals to Food Bank for the Heartland at 10:00 a.m. on Wednesday, Feb. 28, 2024, to aid in the fight to end food insecurity. The donation completes a more than \$1M value Omaha Steaks food donation to the charity in one year. The donation will include an assortment of steaks, chicken, pork, seafood, burgers, sides, and desserts.

Heartland neighbors across Nebraska and western Iowa are experiencing unforeseen financial adversity and food insecurity due to inflation, causing many to seek food assistance for the first time. Currently, 1 in 11 individuals—with 1 in 9 being children—don't know how they'll afford their next meal. As a result, Omaha Steaks and United Rentals are partnering up for the third year to donate post-holiday gifts to Food Bank for the Heartland.

More than 132 United Rentals employees chose to opt in and redirect their corporate holiday gift cooler of products to help Heartland neighbors facing food insecurity. Omaha Steaks is matching and increasing the total to 264 meal packages and adding over 10,000 pounds of high-quality proteins, sides, and desserts.

Typically, food banks receive nonperishable, shelf-stable foods, leaving out a crucial part of a balanced diet – protein. Protein-rich foods play an important role in the fight against hunger.

“At Omaha Steaks, we understand there’s a growing need for quality proteins in the fight against food insecurity. One of our core giving priorities is supporting our communities by donating quality protein that may not otherwise be available,” said Todd Simon, fifth-generation family owner of Omaha Steaks. “With rising costs at the grocery store, families are struggling to put food on the table, and we feel it’s more important than ever to lend a helping hand and provide high-quality food 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, President and CEO at Food Bank for the Heartland. “Their generous donation of nutritious protein will make a direct impact on individuals and families in the fight against hunger.”

“We’re thankful for the opportunity to partner with Omaha Steaks and Food Bank for the Heartland to donate meals to local families in need,” said Todd Hayes, Region Vice President of United Rentals. “We love to collaborate with other local businesses to give back to the communities we serve.”

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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 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 1,462 rental locations in North America, 13 in Europe, 27 in Australia and 19 in New Zealand. In North America, the company operates in 49 states and every Canadian province. The company's approximately 24,600 employees serve construction and industrial customers, utilities, municipalities, homeowners and others. The company offers approximately 4,600 classes of equipment for rent with a total original cost of \$19.61 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.

About Food Bank for the Heartland

Founded in 1981 and headquartered in Omaha, Nebraska, Food Bank for the Heartland—a member of Feeding America—is a 501(c)(3) nonprofit organization with a vital focus: to provide nourishment to Heartland neighbors facing food insecurity with respect, integrity, and urgency. Food Bank for the Heartland works with 544 network partners in 93 counties across Nebraska and western Iowa offering multiple hunger relief and nutrition programs. The Food Bank is currently providing, on average, two million meals each month. For more information, visit FoodBankHeartland.org.

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