

# Omaha Steaks and United Rentals to Deliver Post-Holiday Gifts of Food to Food Bank for the Heartland



## MEDIA ALERT: Feb. 19, 2025

**Who:** 114 United Rentals employees chose to opt in and redirect their corporate holiday gift to help Heartland neighbors facing food insecurity. Omaha Steaks is matching and increasing the total to 228 meal packages being donated, plus thousands in additional food following their large post-holiday season.

**When:** On Wednesday, Feb. 19, at 2:00pm Omaha Steaks will deliver a truckload containing thousands of servings of protein, sides and desserts to Food Bank for the Heartland. Todd Simon, Omaha Steaks fifth-generation family owner and Nate Rempe, President and CEO, will be available for an interview.

**Where:** Food Bank for the Heartland, 10525 J St, Omaha, NE

**Why:** 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 8 individuals—with 1 in 5 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 fourth year in a row to donate post-holiday gifts to Food Bank for the Heartland.

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 our fight against hunger.

Omaha Steaks has already donated \$710,995 in food to the Food Bank for the Heartland this year. Wednesday's donation will bring their total closer to \$1 million in food insecurity donations for the year.

**Quotes:** "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, 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 help the 1 in 8 individuals facing hunger across Nebraska and western Iowa," said Brian Barks, President and CEO at Food Bank for the Heartland. "Protein-rich foods play a key role in the fight against hunger, and their generous donation of nutritious protein will support individuals and families making unthinkable decisions every day."

"United Rentals employees continue to exemplify the company's commitment to corporate citizenship and community support," said Todd Hayes, Region Vice President, United Rentals. "This year, 114 employees generously donated their Omaha Steaks holiday gift to Food Bank for the Heartland, closely aligning with last year's total of 132 donations. These contributions will help provide essential meals to families across Nebraska, ensuring assistance reaches those most in need."

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