



## **H-E-B AND CENTRAL MARKET CUSTOMERS ENCOURAGED TO SUPPORT U.S. TROOPS THROUGH CASH DONATIONS**

*H-E-B donates \$50,000 to the Association of the United States Army and launches tear pad campaign in stores*

### **For immediate release**

November 12, 2009

**AUSTIN** – H-E-B, Central Market's parent company, will donate \$50,000 to the Association of the United States Army (AUSA). Additionally, all H-E-B and Central Market stores have launched an in-store tear pad campaign benefiting the organization in response to the tragedy at Fort Hood.

[For more information....](#)

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The campaign offers H-E-B and Central Market customers an opportunity to join H-E-B by adding a donation in increments of \$1, \$3, or \$5 to their total grocery bill.

"We are deeply saddened by this tragedy. Providing aid in times of disaster is the corner stone of our *Helping Here* philosophy, which promises to stand by communities during times of crisis. We have received numerous requests from customers about how they can help support the affected victims and families," said Winell Herron, group vice president of public affairs and diversity for H-E-B. "H-E-B's tear pad campaign offers a convenient and efficient way for our customers to support the soldiers and families in need."

All monies raised will benefit the AUSA Central Texas-Fort Hood Chapter fund established to appropriately memorialize the recent tragedy, and care for the affected soldiers and their families. One hundred percent of all funds received will go to meet these needs.

Since 1950, the AUSA has worked to support all aspects of national security while advancing the interests of America's Army and the men and women who serve. AUSA is a private, non-profit educational organization that supports America's Army - Active, National Guard, Reserve, Civilians, Retirees and family members.

For more than 100 years, H-E-B has demonstrated its commitment to communities in crisis by donating emergency supplies, drinking water and food as well as providing convenient ways for customers to give back to their community.

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