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**For Immediate Release**

## **Lubbock Chamber & TPPB Host Peanut Butter Drive**

*November is National Peanut Butter Lovers Month – Donate to your local food bank*

**LUBBOCK, Texas (November 17, 2011)** – Lubbock has gone nuts – **AGAIN!** The [Texas Peanut Producers Board](#) and the [Lubbock Chamber of Commerce Agriculture Committee](#) have teamed up once again to host a peanut butter drive benefiting the [South Plains Food Bank](#) in conjunction with November’s National Peanut Butter Lovers Month. The peanut butter drive will run for the entire month of November.

For just \$20, individuals or businesses can donate a case (or more than just one!) of peanut butter, which will be donated to the South Plains Food Bank. Contributions are tax-deductible. Those interested can call 806.761.7000 or [click here to donate!](#)

Peanut butter makes the perfect food bank donation item because it is high in protein, can be served in many different ways, and it tastes great! It also has been proven to reduce the risk of diabetes and other diseases.

“Peanut Butter is one of the basic staple items we want to provide to those who come to the food bank,” South Plains Food Bank General Manager David Weaver said. “We are having a difficult time keeping our staple items, including peanut butter, on our shelves. The effort by our community to support the Peanut Butter Drive is vital to our ability to respond to the needs of the hungry.”

“Peanut butter is the perfect item for food drives because it’s packed with protein, energy and over 30 essential nutrients,” TPPB Chairman Larry Don Womack said. “This is a great opportunity for Texans to celebrate National Peanut Butter Lovers Month, while also helping those in need of nutritious food products.”

TPPB Executive Director Shelly Nutt said projects like this directly benefit the producers, the community and the food bank, all at the same time.

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TPPB & LCC Peanut Butter Drive  
Add One

“Because 70 percent of Texas peanut production is in this area, Lubbock is directly benefiting financially from the peanut farmers in this area who come here to see doctors, to buy clothes, to eat out and so many other things,” Nutt said. “When we purchase the peanut butter for this drive, we’re helping the peanut farmers who are helping the community financially, and we’re helping the food bank and those in need of nutritious food products.”

The goal is to raise enough to purchase one pallet of peanut butter! Companies interested in matching this or any donation, or to obtain more information on the drive should contact [Norma Ritz Johnson](#) with the Lubbock Chamber of Commerce at 806.761.7006 or [Stephanie Pruitt](#) with the Texas Peanut Producers Board at 806.687.6363.

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*The Texas Peanut Producers Board is a state-wide board funded by a \$2 per ton voluntary checkoff program. TPPB is responsible for coordinating peanut research, promotion and marketing programs. For more information, visit [www.TexasPeanutBoard.com](http://www.TexasPeanutBoard.com) or contact TPPB Communications Director Stephanie Pruitt at [stephanie@texaspeanutboard.com](mailto:stephanie@texaspeanutboard.com).*