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For Immediate Release

“PB for OK” raising peanut butter donations for Oklahoma storm victims

Texas peanut industry working together to help Oklahoma neighbors

LUBBOCK, Texas (May 21, 2013) – Through “PB for OK” the [Texas Peanut Producers Board](#) is raising funds to send cases of peanut butter to the thousands in the Oklahoma City suburbs impacted by yesterday’s devastating storm. TPPB encourages fellow Texans to support the cause through monetary donations.

“PB for OK,” is working with the food banks’ relief efforts in Moore, Okla., and surrounding areas to distribute peanut butter to the victims as they start to rebuild their lives and the community over the next few weeks.

“It’s an honor to be a part of an industry so eager to step up and give to those in dire situations,” TPPB Executive Director Shelly Nutt says. “We are working closely with the food banks to ensure this peanut butter is made available to the tornado’s victims when they need it most. This is an excellent opportunity for Texans to work together to provide food to people who in many cases have lost everything.”

Clements Nut Co., located in Lewisville, Texas, and less than 200 miles from the destruction area, has generously offered TPPB its peanut butter product at-cost. This Texas company’s gracious effort will enable TPPB to get even more peanut butter in the hands of those who certainly need it.

“This is an easy and secure way for Texans to help the people impacted by this terrible storm by providing them with a nutritious, non-perishable food item that is high in protein,” Nutt says. “I’m so proud to work in an industry that is always so willing to help others who are in need, especially when we’re producing a product that these people so desperately need.”

Check donations can be mailed or delivered to the Texas Peanut Producers Board office at 4205 N. Interstate 27, Lubbock, Texas 79403. Designate “PB for OK” in the memo line or lower left hand corner of your check. All proceeds from this effort will be directly used for the purchase of peanut butter for this cause.

The nation’s peanut industry has a long-standing history of aiding those in need. Texas worked with other peanut-producing states in the establishment of [Peanut Proud](#), based in Blakely, Ga. This non-profit organization donated 3.6 million servings of peanut butter to Haitian earthquake victims in 2010, and provided peanut butter to tornado victims across the Southeast and in Joplin, Mo., in 2011, as well as other philanthropic efforts. Peanut Proud is also collecting funds to donate peanut butter to victims in Oklahoma.

For more information about “PB for OK”, the Texas peanut industry and more, visit www.TexasPeanutBoard.com. Those with questions or wanting to further support this effort can contact TPPB staff at 806.687.6363.

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The Texas Peanut Producers Board is a statewide board funded by a voluntary checkoff program. TPPB is responsible for coordinating peanut research, promotion and marketing programs. For more information, visit www.TexasPeanutBoard.com.