



**FOR IMMEDIATE RELEASE**

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## **SENDING HOPE TO HAITI #HOPE2HAITI**

*Breedlove and Operation HOPE Partner to Offer Food Aid for Hurricane Victims*

**LUBBOCK, TX (October 20, 2016)** - [Breedlove Foods, Inc.](#), a Lubbock-based humanitarian relief organization, and [Operation HOPE USA](#) announce today a collaboration to provide critical food aid for Hurricane Matthew victims in Haiti. The nonprofits are joining forces in an immediate effort to raise funds to send a 20-foot container including 450,000 servings of Breedlove's fortified food blends to the Saint-Marc area. Due to the devastating nature of Hurricane Matthew, 80% of crops have been destroyed and many are without shelter throughout the country. It is expected to take years to rebuild and therefore fundraising efforts for food aid will be ongoing.

The two organizations are driven by the shared mutual goal of feeding the hungry. Operation HOPE began working with the people of Haiti after the 2010 earthquake, and this effort will enable their current in-country connections to make the delivery of Breedlove food aid a possibility. There is great synergy with each organization, linked by a common board member, Brad Bouma.

Brad Bouma, Interim CEO/Board Member for Breedlove and President of the Board for Operation HOPE said, "This is an opportunity to be able to quickly provide life-saving nutrition to families who have lost everything, including their future due to the decimation of their crops. Breedlove has access to the food, and Operation HOPE has the direct contacts in Haiti, so it's the perfect team to quickly and directly provide relief to people who desperately need it. When two dedicated organizations such as Breedlove and Operation HOPE come together with a common goal of feeding the hungry, and the people of this community and country support these efforts, then wonderful, life-changing things happen."

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The Breedlove food being prepared for Haiti consists of a dry lentil and dehydrated, vegetable blend that is prepared as a soup. It is easy to digest, contains complex carbohydrates (essential for energy), and can be seasoned to accommodate local food culture. The blends also have a two-year shelf life, making storage easy. In addition to the dry blend, Breedlove is also including a supply of its VitaNUT meal replacement RUF (Ready to Use Food) peanut paste. This highly innovative product is an energy-dense nutritionally fortified paste designed for high-nutrient feeding situations with enormous benefits in addressing moderate to severe malnutrition.

To make an online donation to the “Hope To Haiti” fundraising campaign, please visit their website at: [www.breedlove.org](http://www.breedlove.org), and click on the “Donate” tab. Donations can also be mailed to the corporate office: 1818 N. Martin Luther King, Jr. Blvd., Lubbock, Texas, 79403, or by calling 806.741.0404. For Operation Hope, donations can be made on their website at [www.operationhopeusa.org](http://www.operationhopeusa.org) and click the “donate” tab. Please list “Hope To Haiti” in the comment section. Donations can also be mailed to Operation HOPE’s office at 1120 W Loop 289, Suite 227, Lubbock, TX 79416, or by calling 806.549.4105.

**ABOUT BREEDLOVE FOODS**

**Breedlove Foods, Inc.**, a non-profit processor of humanitarian food products, began operations in 1994. Breedlove transforms lives through hope and encouragement by partnering globally to provide nutritious food to the world’s most vulnerable. Breedlove has distributed more than 1.5 billion servings of food assistance to hunger relief programs in over 65 countries. For more information, visit their website [www.breedlove.org](http://www.breedlove.org) or call 806.741.0404. Connect with Breedlove through social media at [facebook.com/breedlovefoods](https://facebook.com/breedlovefoods) and [twitter.com/breedlovefoods](https://twitter.com/breedlovefoods).

**ABOUT OPERATION HOPE USA**

Founded in 1999, **Operation HOPE** is a non-profit organization that strives to make a positive impact on lives both locally and worldwide through community service and international mission trips. Examples include local men’s and women’s Bible Studies throughout the week; a medical Summer Institute that educates junior and senior high school students interested in the medical field; and the annual Operation HOPE Banquet that is used to raise funds for purchasing food, education and supplies. Also, trips are taken three or four times a year to Haiti and Iraq to provide medical service, such as surgeries and the training of local medical staff, as well as to bring relief supplies and to actively demonstrate Christian love.

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