



## Project Giving Back Update

**(July 12, 2011)** Powerful storms swept through seven Southeastern states on April 26 and 27 killing hundreds and wiping out many small communities. Hardest hit was the rural crossroads of Mississippi, mid-sized cities in Alabama and many rural communities in North Georgia and Tennessee. News of this tragedy and the need for peanut butter, a non-perishable source of nutrition, quickly spread to the Texas Peanut Producers Board and the rest of the peanut industry.

Peanut Proud, Inc., immediately launched "Project Giving Back," a humanitarian relief effort of the U.S. Peanut Industry. Peanut Proud, Inc., dispatched different teams from the peanut industry to deliver peanut butter, roasted peanuts, peanut candies and even backpacks to the tornado disaster regions of Mississippi, Alabama and Georgia.

On May 5, the first Peanut Proud team accompanied an Early Trucking Company semi to Smithville, Miss., Hackleburg, Miss., Russellville, Ala., and Hamilton, Ala., and delivered over 16,000 jars of peanut butter and over 17,000 bottles of water.

On May 10, Peanut Proud, Inc. packed 1,175 backpacks with peanut candies, snacks, peanut butter, tablets, pencils and other school items for the Smithville and Hackleburg students who lost their schools in the tragedy. Individuals from across the whole peanut industry helped pack bags. Each student received a box of "JIF To Go" and peanuts from the Georgia Peanut Commission, the National Peanut Board and the Alabama Peanut Producers Association in their backpack.

On May 12, Peanut Proud, Inc. returned to Mississippi and Alabama delivering another 22,000 jars of peanut butter and the 1,175 backpacks. The team visited distribution centers and shelters in Smithville, Miss., Hackleburg, Miss., Cullman, Ala., and Jasper, Ala.

On May 16 and 17, a third Peanut Proud team escorted a Southern Ag Carriers semi to locations in Ringgold, Ga., and Griffin, Ga., and delivered over 8,600 jars of peanut butter, roasted nuts and 700 backpacks.

May 21-27 was another deadly tornado outbreak across the Midwestern and Southern regions of the U.S. An especially powerful tornado destroyed one-third of Joplin, Mo. On May 31, a fourth Peanut Proud team delivered more than 20,000 jars of peanut butter, pallets of nuts and 700 kids survival bags to Grove, Okla., and Joplin, Mo. Industry volunteers also grilled peanut butter and jelly sandwiches at the distribution centers.

Peanut Proud, Inc. thanks all volunteers for their time and help and all sponsors who contributed peanut products and money to this project. Peanut Proud, Inc. officials reported on June 24 that they have received over \$86,000 worth of peanut products and cash donations of more than \$81,000.

Plans are underway for a fifth trip to the storm-ravaged area in mid-July. For more information, please contact Peanut Proud President, Lea Jean Manry at (229) 400-3339 or [Imanry@birdsong-peanuts.com](mailto:Imanry@birdsong-peanuts.com).

Tax-deductible contributions to this Peanut Proud humanitarian relief effort can be made to Peanut Proud, Inc., P.O. Box 446, Blakely, GA 39823, Contribution for: "Project Giving Back".