



**CAPITAL AREA
FOOD BANK
OF TEXAS**

NEWS RELEASE

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For immediate release

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Food Bank Hires Shelton as Food Resources Director

Austin, TX – The Capital Area Food Bank (CAFB) has hired long-time Central Texas marketing executive Dana Shelton to lead CAFB's effort to procure food to help feed hungry Central Texans. As Food Resources Director, Shelton will build and maintain relationships with retail grocers, food manufacturers and wholesalers who donate items including perishable foods like meat, dairy products, bread, and fresh fruits and vegetables.

CAFB distributed more than 17 million pounds of food in 2006 and is on pace to distribute 15.5 million pounds by end of year, 2007.

"As food resource demand continues to increase throughout the Central Texas community, I am excited about the chance to make a tangible contribution towards nourishing the hungry in our region," said Shelton.

He says that major challenges food banks face right now include the ongoing need to procure fresh, nutritionally balanced food, and the issue of ever-increasing transportation costs.

"I'm looking forward to working with our food donor partners and the CAFB team to find solutions in support of our mission," he said.

About Dana Shelton:

Dana has lived and worked in Central Texas for more than 30 years and has served in a variety of marketing, management and public service roles. His background includes 15 years in restaurant marketing and management for two national restaurant franchisors as well as having served as an advertising agency Creative Director specializing in fine dining restaurants.

Prior to his restaurant experience, Dana was with the State of Texas as Division Director of Business Development at the Texas Department of Commerce and as Director of the Texas Film Commission. As Director of the TFC, Dana expedited over 200 feature films and television productions including Lonesome Dove and Tender Mercies as well as countless television commercials and documentary productions. He also led successful domestic and international marketing efforts to promote Texas as a motion picture production destination.

Dana began his career as a photojournalist shooting on assignment for corporate and editorial clients including Exxon, Shell Oil, Time Magazine, Texas Monthly and the National Geographic Society.

He is a graduate of UT-Austin with a B.S. in Radio/TV/Film. A U.S. Air Force veteran, Dana served on active duty as staff photojournalist for Airman Magazine, the official magazine of the U.S.A.F. He has served on the Board of Directors of the Association of Film Commissioners International, the KLRU PBS-TV Community Advisory Board, and as Communications Chair for the Central Texas Chapter of the March of Dimes.

About Capital Area Food Bank of Texas:

The mission of the Capital Area Food Bank of Texas is to nourish hungry people and lead the community in ending hunger. In its 26th year of service, the Food Bank currently provides food and grocery products to 370 Partner Agencies in 21 Central Texas counties. In 2006, CAFB distributed more than 17 million pounds of food. For more information on the Capital Area Food Bank of Texas and its programs, visit www.austinfoodbank.org or call 512/282-2111.

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