



CITY OF KENNER

PRESS RELEASE

MICHAEL S. YENNI

Mayor

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CROSS ROAD CENTERS ASSISTS THE KENNER FOOD BANK IN KEEPING ITS SHELVES STOCKED



Kenner, LA. - The City of Kenner's Food Bank strives to serve as many Kenner citizens as possible, but often faces the challenge of keeping its shelves stocked with the supplies necessary to meet its demand. This week, Cross Road Centers, a Kenner-based logistics, transportation and warehousing company, stepped in to assist the food Bank and provide a solution to this challenge.

There was just one problem with the generous community outreach program from Wal-Mart offering free food to help keep the Kenner Food Bank's shelves adequately stocked. Non-profits like the Food Bank had to be able to get the supplies from the Wal-Mart Processing and Distribution Center in Robert, Louisiana to their facilities.

"Until recently, that was something the Food Bank could not do," said Arleeta Terrell, Director of Kenner's Community Development Department. "The City applied for the grant, but the application fell idle due to a lack of transportation." This was a crushing blow, particularly during the holidays, when the demand for food typically increases by 30 percent or more. "We have several fundraising events to support the Food Bank, and after each, we earmark some of the profit for the purchase of a truck, but we are not there yet," Ms. Terrell explained.

That's when Ronnie Mains, owner of Cross Road Centers, came to the rescue. Cross Road Centers had already made a number of food donations to the city, including hams for the annual Thanksgiving Drive. When Mains learned about the problem with the Wal-Mart program, he offered to provide truck service for the Food Bank until the Community Development Department can raise enough money to purchase its own truck.

The first delivery took place on Thursday, and Mains is working with Terrell to schedule monthly pick-ups.

“I really enjoy working on making things better in Kenner. I believe (Kenner) and Cross Road Centers can make huge improvements together,” Mains said. “Let’s make the Food Bank in Kenner the most successful in Louisiana.”

Kenner Mayor Michael Yenni said the help from Cross Road Centers will make a difference in the lives of many people in the city. “I am overwhelmed by the generosity of Mr. Ronnie Mains and Cross Road Centers. Their pride in the City of Kenner and their community outreach initiatives are an example to be followed by all. We are very fortunate to have them as a part of our community.”

Although the Wal-Mart food program only guarantees four palates of food per month, the Food Bank received an entire 18-wheeler filled with food on Thursday, including poultry and fresh produce, which is often not available. That should enable the Food Bank to help even more residents. In the most recent fiscal year, nearly 44,000 pounds of food was given away to 13,140 people.

For more information on the Kenner Food Bank, contact the Community Development Department at 504-468-7588.

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