

**FOR IMMEDIATE RELEASE**

April 05, 2021



Press Contact: Lacie Levy  
(512) 943-2171  
lacie@earthshare-texas.org

**EARTHSHARE OF TEXAS TO RECEIVE DONATIONS FROM H-E-B, CENTRAL MARKET CUSTOMERS**

*Customers can donate to EarthShare of Texas in-store and online in honor of Earth Month*

Austin, TX – Texans can participate in Earth Month by donating to EarthShare of Texas when they shop at H-E-B and Central Market April 14 through May 25. Donations will support EarthShare of Texas’ network of 38 Texas-based environmental and conservation charities.

H-E-B and Central Market stores across the state of Texas will participate in the campaign for the environment in honor of Earth Month. Shoppers will have the opportunity to add \$1, \$3, and \$5 donations to their order at checkout when they shop in stores. The option is also available online and in the H-E-B app when using H-E-B Curbside and Home Delivery.

H-E-B has been a consistent partner of EarthShare of Texas since 2007. The annual fundraising campaign has contributed nearly \$1.5 million dollars directly to Texas-based environmental and conservation charities. H-E-B proved their commitment to a greener Texas last year when during the early months of the pandemic, they suspended the campaign and instead donated \$190,000.

Francoise Van Keuren, Executive Director of EarthShare of Texas commented, **“We are so proud to be a partner of Texas’ favorite grocery store. This campaign represents Texans taking care of Texas and that’s truly in the spirit of Earth Month and H-E-B’s corporate values.”**

Richard McDonald, Director of H-E-B Environmental Affairs added **“At H-E-B, we love Texas – and we feel it’s our responsibility to take good care of the state we proudly call home. It’s the neighborly and right thing to do!”**

While Earth Month is celebrated throughout the entirety of April, the campaign will begin in time for Earth Day, April 22. Earth Day was first celebrated on April 22, 1970 as the beginning of the modern environmental movement in response to the public consciousness of air and water pollution and continues to grow as a world-wide day of commemoration for environmental causes.

**EarthShare of Texas**

[EarthShare of Texas](#) is a 501(c)(3) nonprofit federation founded in 1992 with the purpose of raising funds for the collective impact of nonprofit environmental charities including: Audubon Foundation of Texas, Austin Parks Foundation, Austin Youth River Watch, Bat Conservation International, Bayou Land Conservancy, Bayou Preservation Association, Big Bend Conservancy, BikeTexas Education Fund, Blackland Prairie Raptor Center, Buffalo Bayou Partnership, Center for Maximum Potential Building Systems, Children’s Environmental Health Institute, Citizens’ Environmental Coalition Education Fund, Clean Water Fund of Texas, Colorado River Alliance, Ecology Action of Texas, Environmental Defense Fund Texas Office, Galveston Bay Foundation, Greater Edwards Aquifer Alliance, Greens Bayou Coalition, Guadalupe-Blanco River Trust, Hill Country Conservancy, Katy Prairie Conservancy, Keep Texas Beautiful, National Wildlife Federation South Central Regional Center, Public Citizen of Texas, San Marcos River Foundation, Save Barton Creek Association, Sierra Club Foundation Texas Chapter, SPARK School Park Program, State of Texas Alliance for Recycling, Sustainable Food Center, Texas Campaign for the Environment Fund, Texas Parks and Wildlife Foundation, Texas Solar Energy Society, TreeFolks, Trees for Houston, and Wildlife Rescue and Rehabilitation.

###