



MEDIA ALERT PHOTO/INTERVIEW OPPORTUNITY

Popeyes FoundationSM and Feed the Children Bring Second SERVING WITH LOVE[®] Tour to Dallas

Eleventh stop on the 2026 national tour to support 400 local families with food and essentials

WHAT: The **Popeyes Foundation** and **Feed the Children**, a global movement to end childhood hunger, will host the **eleventh stop of their second SERVING WITH LOVE[®] Tour** with a **Resource Rally in Dallas** continuing a national, coast-to-coast initiative delivering food and essentials to families that need them most who are experiencing hunger and hardship.

The 2026 SERVING WITH LOVE[®] Tour—the **second effort of the national partnership initiative**—will visit **15 communities across the country**, supporting **400 families per city** with:

- A **25-lb. box of shelf stable food**
- A **15-lb. box of essentials**, including personal care items

The partnership will provide **supplemental food and essentials to an additional 400 families per community within 100 days** following each tour stop, helping extend support into the summer months when food insecurity often increases.

WHEN: **Wednesday, May 6th**

SERVING WITH LOVE[®] Tour
with Local Community Partner [Dallas ISD](#)

- **Opening ceremony:** 10:30 a.m.
- **Food and essentials distribution:** 11:00 a.m. – 1:00 p.m.
- *Suggested media arrival:* 10:00 a.m.

WHERE: **Seagoville Middle School**
950 Woody Rd
Dallas, TX 75253

WHO:

- Renee Hobbs, executive director, Popeyes Foundation
- Julie Laird-Davis, sr. vice president of strategic partnerships & individual giving, Feed the Children
- Anthony Guerrero, principal, Dallas ISD
- Additional community leaders and local dignitaries

VISUALS:

- Remarks from Popeyes Foundation, Feed the Children and community leaders
- Feed the Children semi-truck filled with food and essentials
- Volunteers serving Dallas families during food and essentials distribution

WHY:

The SERVING WITH LOVE® Tour reflects Popeyes Foundation's ongoing commitment to strengthening communities and addressing food insecurity nationwide. Supporting local communities is at the heart of the Popeyes Foundation. In partnership with Feed the Children, the second tour builds on last year's impact, providing immediate relief while raising awareness of the ongoing challenge of child hunger in communities across the country. **According to the U.S. Department of Agriculture, about one in eight households in Dallas experiences food insecurity and 17% of residents live below the poverty line**, underscoring the importance of continued community-based support. Rising costs of housing, food and basic necessities continue to strain family budgets, making access to food and essentials an ongoing challenge for many households. Together, we are working to help ensure children and families have the food and essentials they need to grow and thrive. Supporters can help by donating at feedthechildren.org or popeyesfoundation.org/donate.

CONTACT:

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