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News Release

**Second Harvest Food Bank of Greater New Orleans and Acadiana Wins \$25,000 in
Entergy's The Power to Care Challenge**
Nonprofit was the top vote-getter in Facebook competition

Baton Rouge, La. – Thanks to more than 1,333 votes from Facebook users, Second Harvest Food Bank of Greater New Orleans and Acadiana will start 2011 with a \$25,000 grant from the Entergy Charitable Foundation.

Second Harvest Food Bank was the top vote-getter among five Louisiana charities in Entergy's The Power to Care Facebook Challenge.

“One in eight people in our community struggles with hunger,” said Natalie Jayroe, president and chief executive officer of Second Harvest Food Bank. “We are seeing more and more families that have to make impossible choices such as choosing between paying the rent, mortgage or utilities, purchasing medication, or putting food on the table. We are extremely grateful for Entergy's commitment to the fight against hunger and to be a recipient of a Power to Care grant.”

With \$25,000, Second Harvest Food Bank of Greater New Orleans and Acadiana can distribute an additional 100,000 meals to children, seniors and families struggling with hunger in 23 Louisiana parishes, stretching from the Mississippi border to the Texas state line.

Second Harvest Food Bank serves approximately 263,000 different individuals annually across the Louisiana Gulf Coast including nearly 82,000 children and 40,000 seniors in need. In any given week, 41,800 people receive food through Second Harvest Food Bank's 240 faith-

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based and nonprofit member agencies. Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, advocacy, education and disaster response.

The Power to Care competition began in early October and allowed anyone with a Facebook account to vote twice a month for one of five charities. Similar competitions were held in Entergy's service territory in Arkansas, Mississippi, New Orleans and Texas.

All told, Entergy gave away \$145,000 in five separate \$25,000 grants as well as \$1,000 grants to the twenty participating agencies that did not receive the most votes in each area. In addition to Second Harvest Food Bank of Greater New Orleans and Acadiana, the other Louisiana charities in the competition were:

- [America's WETLAND Conservation Corps](#)
- [Catholic Charities Archdiocese of New Orleans](#)
- [Louisiana Wildlife and Fisheries Foundation](#)
- [St. Bernard Project, Inc.](#)

Each of these organizations will receive a \$1,000 grant from the Entergy Charitable Foundation.

"The Power to Care Facebook Challenge was a new way for us to highlight the great work that nonprofits in our community are doing and to engage customers as well." said Patty Riddlebarger, Entergy's director of corporate social responsibility. "The response to the Power to Care challenge from customers and other Facebook users has been so positive, that we will be launching a new contest beginning in January.

"We encourage nonprofits and members of the community to continue posting their updates and news on The Power to Care Facebook page (facebook.com/thepowertocare),"

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Riddlebarger added. “A random drawing will be held each month to select the ‘post of the month.’ Winning agencies will receive a \$1,000 grant.”

Last year Entergy Corporation and the Entergy Charitable Foundation awarded grants totaling more than \$15.8 million to almost 3,000 nonprofit organizations.

Entergy’s Louisiana utility companies serve more than one million customers through the operating companies Entergy Louisiana, LLC and Entergy Gulf States Louisiana, L.L.C. With operations in southern, central and northeastern Louisiana, the companies are part of Entergy Corporation’s electric system serving 2.7 million customers in Louisiana, Arkansas, Mississippi and Texas.

Second Harvest Food Bank of Greater New Orleans and Acadiana is leading the fight against hunger in south Louisiana through food distribution, education, advocacy and disaster response. Annually, Second Harvest serves approximately 263,000 people through 240 nonprofit and faith-based agencies across 23 south Louisiana parishes – from the Mississippi border to the Texas state line. In any given week, nearly 42,000 people access emergency food services through Second Harvest Food Bank member agencies. Second Harvest Food Bank is an affiliated corporation of Catholic Charities Archdiocese of New Orleans and a member of Feeding America. To learn more about Second Harvest Food Bank or donate food, money or time, please visit www.no-hunger.org.