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***H-E-B donated \$100,000 to the American Cancer Society Hope Lodge Houston  
Donation brings Hope Lodge Houston fundraising to nearly \$10 million***

HOUSTON (January 23, 2014) – The American Cancer Society (the Society) is pleased to announce that H-E-B has donated \$100,000 towards efforts to build a Hope Lodge in Houston. As part of the American Cancer Society's mission to save lives and relieve suffering from cancer, Hope Lodge Houston will provide no-cost lodging and support to those traveling to receive cancer treatment in the Greater Houston area.

H-E-B's commitment to partner with the American Cancer Society in this important effort will have a wide impact across the state of Texas and the nation. More than 100,000 cancer patients travel to the Greater Houston area each year for life-saving treatment. Hope Lodge Houston will be southeast Texas' first and only no-cost residence specifically for cancer patients of all ages, helping to alleviate the overwhelming financial burden these families face.

"Ensuring the health and well-being of our customers and their families is a priority for H-E-B," said Winell Herron, Group VP of Public Affairs, Diversity, and Environmental Affairs for H-E-B.

"We know there is an urgent need for a Hope Lodge in Houston and that it will serve many deserving people. It's an honor to be a part of making this much-needed facility a reality in our community."

Hope Lodge Houston, which will be located at 7505 Almeda Road between Holcombe Boulevard and the 610 Loop in the Texas Medical Center. Hope Lodge Houston will be open year-round with a unique homelike setting that includes a shared kitchen, dining spaces, a help-yourself pantry, daily access to fresh linens, patient laundry facilities and a library with Internet access as well as free transportation to and from their treatment. The \$100,000 donation brings the Lodge campaign to nearly \$10 million of the \$30 million required to build.

“We are extremely grateful to H-E-B for providing this generous donation,” said Sandy Biggers, campaign director at the American Cancer Society. “This is a great help in moving Hope Lodge to becoming a reality and will benefit so many who are fighting cancer and seeking treatment in our area.”

“H-E-B is pleased to be a part of Hope Lodge Houston,” said Herron. “This will be one burden and expense that will be lifted from families in need.”

To donate or learn more about the Hope Lodge Houston campaign, please visit our website at [www.cancer.org/hopelodgehouston](http://www.cancer.org/hopelodgehouston), or you may contact Sandy Biggers, campaign director, at (713) 706-5640 or [sandy.biggers@cancer.org](mailto:sandy.biggers@cancer.org). Together, we can ***Build hope & Touch lives***.

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#### **About the American Cancer Society:**

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to our progress nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit [www.cancer.org/fight](http://www.cancer.org/fight)