

Borenstein Group CEO, Issues Social Media Challenge to CEOs: Help Send Meals to Children in Houston Post Harvey

Gal Borenstein, Borenstein Group CEO, Issues Social Media Challenge to CEOs: Send Nutritious Meals to Impoverished Children in Houston Post Hurricane Harvey

WASHINGTON , DC, USA, September 6, 2017 /EINPresswire.com/ -- Mr. Gal Borenstein, [Borenstein Group](#) CEO, a Washington DC-based digital branding agency, today announced the agency has launched a national CEO Challenge to help send nutritious pre-packaged meals to children in impoverished areas of Houston affected by Hurricane Harvey. In a social media video challenge to CEOs, posted to Twitter, Facebook and LinkedIn, under the #HateHungerMore, Borenstein calls upon CEOs to use their sense of humor as a creative way to post ‘what they hate’ and acknowledge that they #HateHungerMORE” and then post it, via their favorite social media channel.



In the social media video, recorded by the agency’s employees’ smart phones, Gal Borenstein stated, “Let’s turn hate into love. Let’s face it, we all hate something...so let’s have fun with it and help send nutritious food to those in need by using social media for good. We hope the video will inspire other CEOs to contact The [Outreach Program](#), a highly rated charity, and help ship pre-packaged nutritious meals directly to children who just lost their homes and need a warm meal in Houston.



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Gal Borenstein, Borenstein Group CEO

Borenstein Group has just donated 10,000 nutritious meals to children in shelters through Houston area Food Banks, with the help of The Outreach Program, a national charity that helps combat food insecurity by facilitating delivery of pre-packaged resilient food to communities in need in the U.S and abroad. The meals are expected to arrive during the week of

September 10th, 2017 to a local Food Bank.

The tasty meals are packaged and fortified with protein and include rice and beans, pasta with Italian tomato basil sauce, deluxe macaroni and cheese, minestrone soup, and apple cinnamon oatmeal that meet or exceed the national standards for daily nutrition guidelines for children. See the link to Outreach Program's menu of meals at <http://outreachprogram.org/our-meal-varieties/>.

Based in Union, IA, The Outreach Program is a non-profit 501 (c)(3) corporation that organizes food packaging events around the country. With more than 300 million meals packaged to date, the organization's mission is to provide food, safe water, education, and medical care to those in need at home and abroad. You can learn more about how your corporation can donate at <http://outreachprogram.org/>.

About Borenstein Group:

The Borenstein Group is a Washington DC-based integrated digital branding agency that offers full-services including creative, integrated marketing, digital branding, strategic social media and public relations for B2B and B2G organizations. Voted as 2017 B2B Top Shop by Chief Marketer, it has been named one of the top 15 digital agencies in the United States with an exemplary record of service by Clutch, an independent research, and analysis firm that identifies nationwide top service providers and solutions firms that deliver results for their clients. Its brand tagline is Making Creativity a Science. SM

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