



MEDIA ADVISORY
December 7, 2009

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- PHOTO/VIDEO OPPORTUNITY -

**Shaw s' Spirit of Giving Marks 10th Anniversary with Help from
New England Patriot Wes Welker to Benefit RI Community Food Bank**
All Rhode Island Shaw s Locations Will Collect Food to Help Alleviate Hunger in the Ocean State

WHO: Wes Welker, Local Football Favorite; Rick Tremblay, Manager of Community Relations & Associate Communications for Shaw s Supermarket and Andrew Schiff, Chief Executive Officer of the Rhode Island Community Food Bank

WHERE: Shaw s Supermarket 575 Taunton Avenue, East Providence

WHEN: Tuesday, December 8th at 9:00 A.M.

WHAT: On Tuesday, December 8th, each of the 12 Shaw s Supermarkets across Rhode Island will kick-off the 10th Annual Spirit of Giving Food Drive to benefit the Rhode Island Community Food Bank. New England Patriot Wes Welker, who is serving as this year s celebrity spokesperson, will be on-hand at the Shaw s Supermarket in East Providence to help promote the start of this valuable initiative.

From now through December 24th, all Shaw s locations will be giving their customers the opportunity to purchase \$5, \$10 and \$15 bags filled with food bank recommended product to donate to local food banks. Customers may purchase the pre-made bags upon checkout and place them in the Shaw s collection bins upon exiting the store. The food collected at all 12 Rhode Island Shaw s locations will benefit the Rhode Island Community Food Bank.

WHY: Currently, the Food Bank feeds more than 50,000 Rhode Islanders each month through a network of more than 300 member agency programs across the state. SNAP, formerly the Food Stamp Program, now helps one in ten Rhode Island households purchase food with a 31 percent increase in recipients over the past year. Additionally, nearly one out of every three served by the Food Bank is a child.

The Rhode Island Community Food Bank is a non-profit organization located in Providence, RI. The Food Bank solicits, stores and distributes food products donated by supermarkets, wholesalers, food processors, local farmers and community food drives. The food is then distributed to the Food Bank s network of more than 300 member agency programs. In the past fiscal year, the Food Bank distributed 9.5 million pounds of food. For more information about the Food Bank, please visit www.rifoodbank.org

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