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## Stop & Shop Kicks Off Its Holiday Fundraising Drive to Help Fight Hunger



### 22nd Annual Food for Friends Program Will Raise Money for Northeast Food Banks

QUINCY, Mass., Oct. 24, 2011 /PRNewswire/ -- Stop & Shop announced today that its 22nd annual Food for Friends program will kick-off on Fri., Oct. 28 and will run in all 398 stores through Dec. 8. Customers who donate \$1, \$3, or \$5 at their local Stop & Shop will help support hunger relief organizations within their local communities as well as regionally. Customers who donate \$5 to Food for Friends will also receive a \$5 coupon booklet from Kraft Foods (while supplies last). Stop & Shop's goal is to raise more than \$2 million this holiday season.

Based on the U.S. Census Bureau 2010 poverty report, last year, 17.2 million households were food insecure, the highest number ever recorded in the U.S. As economic times remain tough for many families, regional food banks and pantries are depending more on donations from company initiatives such as Stop & Shop's Food for Friends program.

In its 22nd year, Stop & Shop's Food for Friends program will deliver 100 percent of the dollars raised – 60 percent will be allocated directly to local food pantries; 40 percent will be donated to regional food banks. Last year, Stop & Shop's Food for Friends program raised \$2 million to feed families in need.

"This year's program could not have come at a better time as demand for food across the country is on the rise, placing more of a burden on local and regional food providers who are trying to do more with less," said Mark McGowan, president, Stop & Shop New England Division. "Programs like Food for Friends are a great way for our customers to get involved with helping their local community."

In addition to in-store donations, next month Stop & Shop will deliver 20,000 turkeys to local hunger relief organizations across the Northeast. Organizations that will receive the turkeys include: The Greater Boston Food Bank, YMCA of East Boston, Worcester County Food Bank, Food Bank of Western Mass., Rhode Island Community Food Bank, Food Share, Connecticut Food Bank, Food Bank of New York City, Food Bank of Monmouth & Ocean Counties, Community Food Bank of New Jersey, Long Island Cares, Island Harvest, Food Bank for Westchester County and Food Bank of Hudson Valley.

"The holidays can be the hardest time of the year for families in need. Unfortunately, hunger never takes a holiday, but through our Turkey Express program we can help put food on the table and make a difference for thousands in our communities this Thanksgiving and Holiday season," said Ron Onorato, president, Stop & Shop New York Metro Division.

To learn more about Stop & Shop's work in its communities, visit [www.stopandshop.com](http://www.stopandshop.com).

About Stop & Shop

The Stop & Shop Supermarket Company LLC employs approximately 62,000 associates and operates nearly 400 stores throughout Massachusetts, Connecticut, Rhode Island, New Hampshire, New York, and New Jersey. The company helps support local communities fight hunger, combat childhood cancer, and promotes general health and wellness – with an emphasis on children's educational and support programs. In its commitment to be a sustainable company, Stop & Shop is a member of

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the U.S. Green Building Council and EPA's Smart Way program; has been awarded LEED (EB) certifications for 50 of its existing stores; and has been recognized by the EPA for the superior energy management of its stores. Stop & Shop is an Ahold company. To learn more about Stop & Shop, visit [www.stopandshop.com](http://www.stopandshop.com).

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