



Media Contacts: Suzanna Stanton, 12 News, 602-261-6145 or sstanton@12news.com
Susy Ferra, Bashas' Family of Stores, 480-201-2031 or sferra@bashas.com
Ryan Narramore, St. Vincent de Paul, 602-850-6755 or RNarramore@svdp-phx-az.org

BASHAS', FOOD CITY, 12 NEWS AND THE ARIZONA REPUBLIC HOLD PB&J DRIVE THIS SATURDAY, JUNE 27 TO BENEFIT ST. VINCENT DE PAUL

ARIZONA (June 22, 2009) – Thousands of children in Arizona go without a healthy snack that many of us take for granted – a peanut butter and jelly sandwich. It's a simple treat that can do so much for a child while encouraging a healthy lifestyle. That's why Bashas', Food City, 12 News, *The Arizona Republic*, *KMLE-FM Radio* and *Univision Radio* have joined forces to hold a Peanut Butter & Jelly Drive this Saturday, June 27, with one hundred percent of all donations benefiting St. Vincent de Paul.

"As the economy becomes more challenging for Arizona families, the demand for our services has dramatically increased," said Steve Zabilski, executive director of St. Vincent de Paul. "We've already served nearly 50,000 more meals this year in our dining rooms compared to last year, and we're starting to see new families who have not had the need for our services in the past."

Arizona residents can join their favorite 12 News anchors, local firefighters and Basha family members for an official "PB&J Challenge" this Saturday, June 27, from 7 a.m. to noon, at two of the more than 80 participating stores:

- Bashas', 8035 E. Indian School Road (Indian School & Hayden Roads), Scottsdale, 85251
- Food City, 845 W. Southern Ave. (7th Ave. & Southern), Phoenix, 85041

During the one-day challenge, Arizona residents are invited to donate jars of peanut butter and jelly, along with non-perishable, canned food at Bashas' and Food City stores throughout the state. In addition, paper peanut butter and jelly icons will be on sale at the registers of Valley Bashas' and Food City stores from June 27-July 31. Jelly icons are being sold for \$1 each, and peanut butter icons are \$5 each.

"Whether it's donating \$1 or \$5, we're asking our customers and the community to support our neighbors in need during this difficult time," said Kristy Nied, Director of Communications for Bashas' Family of Stores. "We hope to be overwhelmed by the community's generosity to help people who cannot afford to put food on the table for themselves or their families."

About the Society of St. Vincent de Paul

The Society of St. Vincent de Paul is a non-profit organization dedicated to serving the poor and providing others with the opportunity to serve. Programs include services for the homeless, medical and dental care for the working poor, five charity dining rooms, eight Valley thrift stores, a transitional housing shelter and general assistance for individuals in need. For more information, visit www.stvincentdepaul.net.

About Bashas' Family of Stores

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Wine & Spirits, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With 12,000 members and more than 150 grocery stores, it is the 12th-largest employer in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit www.bashas.com and www.myfoodcity.com.

About Gannett Co., Inc.

Gannett Co., Inc. is a leading international news and information company that publishes 90 daily newspapers in the USA, including USA TODAY, the nation's largest-selling daily newspaper. The company also owns nearly 1,000 non-daily publications in the USA and USA WEEKEND, a weekly newspaper magazine. Gannett subsidiary Newsquest is the United Kingdom's second largest regional newspaper company. Newsquest publishes nearly 300 titles, including 18 daily newspapers, and a network of prize-winning Web sites. Gannett also operates 23 television stations in the United States and is an Internet leader with sites sponsored by its TV stations and newspapers including USATODAY.com, one of the most popular news sites on the Web.

###