



FOR IMMEDIATE RELEASE

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KROGER DONATING OVER \$3,000 IN CANNED GOODS TO KICK OFF ST. VINCENT DE PAUL'S 'FOOD FROM THE HEART' HOLIDAY DRIVE

The Community Is Asked To Help Get Involved To Collect 75,000 Pounds Of Food For Families in Need

CINCINNATI, OH –November 6, 2009– The Society of St. Vincent de Paul, in cooperation with Greater Cincinnati and Northern Kentucky Kroger stores and FOX19 television, announces the kick off of the annual 'Food From The Heart' campaign. FOX19 will host a live kick-off celebration at the Hyde Park Plaza Kroger store on November 12, as Kroger donates over \$3,000 worth of canned goods to jumpstart the drive.

The holiday food drive will run through December 31, 2009, with donations of non-perishable items being collected at all Greater Cincinnati and Northern Kentucky Kroger locations. The items collected will be distributed to individuals in need throughout the holiday season. Cash donations to support St. Vincent de Paul can also be made at checkout at all participating Kroger stores for the duration of the campaign.

This year's goal is 75,000 pounds, or 215 barrels of food; enough to feed nearly 2,150 people for one week.

"We continue to see a significant need locally from individuals and families throughout Greater Cincinnati – in neighborhoods including Pleasant Ridge, Mt. Washington as well as inner city areas. The economic climate continues to challenge people who have never asked for our help before – those who have lost their job unexpectedly and don't have any savings. Our food pantry inventories continue to be depleted regularly, so we need help from individuals and companies in our community so that we don't have to turn anyone away", said Liz Carter, executive director of St. Vincent de Paul.

Collection barrels with 'Food From The Heart' signage will be located at all Greater Cincinnati and Northern Kentucky Kroger locations. There are three simple ways you can donate to a neighbor in need:

- Purchase non-perishable food items, or bring your own to donate, and drop them in the food collection barrels located at the store entrances.
- Give a cash donation to St. Vincent de Paul in-store at Kroger checkouts.
- Log onto St. Vincent de Paul's website, www.svdpcincinnati.org, and click the 'Food From The Heart' icon. Choose a donation amount to help feed a family in need.

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Most of the food donated to St. Vincent de Paul is distributed in the neighborhoods where it is collected. Excess donations will be distributed through St. Vincent de Paul's Carl and Edyth Lindner Choice Pantry at the Bank Street headquarters. The Choice Pantry emphasizes good nutrition and builds community while allowing clients in the West End, Camp Washington, and Millvale areas to select the items they most need for their families. The Choice Pantry provides supplemental groceries to over 500 families each month.

FOX19 will report on the progress of 'Food From The Heart' on *FOX19 Morning News*. FOX19 will also run public service announcements throughout the campaign to heighten awareness and urge individuals to donate. The chairpersons for 'Food From The Heart' this year are the FOX19 weather team Frank Marzullo and Steve Horstmeyer.

A list of all participating Kroger stores will be available on the FOX19 web site at www.FOX19.com and on the St. Vincent de Paul web site at www.svdpcincinnati.org. For any additional information please contact St. Vincent de Paul at 513-562-8841, ext. 217.

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About St. Vincent de Paul

The Society of St. Vincent de Paul (SVDP) has been helping Greater Cincinnati and Hamilton County residents in need with the basic necessities of life for 140 years. The organization works personally with those in need, regardless of race or creed, to bridge the spiritual, emotional and financial gaps in their lives through home visits provided by neighborhood-based volunteer groups, and groundbreaking initiatives like the Charitable Pharmacy. The Society of St. Vincent de Paul continues to be a leading community service organization, recently recognized by The Better Business Bureau (BBB) as a Torch Award for Marketplace Ethics winner and by The CincinnatiUSA Regional Chamber of Commerce as Non-Profit of the Year. For more information, go to www.SVDPcincinnati.org.

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