



## NBC BAY AREA TEAMS UP WITH SAFEWAY FOR ANNUAL FOOD DRIVE On Saturday, November 23

**November 4, 2013** - Kicking off a month-long local effort to fight hunger, NBC Bay Area is once again partnering with Safeway Stores for a one-day food drive on **Saturday, November 23** to benefit Bay Area Food Banks, a collaboration of six food banks serving over 725,000 local residents each month. The “Help Us End Hunger” food drive will take place at 156 Safeway locations throughout the Bay Area making it easy for community members to participate and help feed their neighbors in need.

“Our goal is to create awareness about hunger in the Bay Area and provide our viewers an easy way to help out,” said Rich Cerussi, NBC Bay Area President and General Manager. “Last year we more than doubled our goal and collected over 50,000 bags in one day, we can’t wait to see what our volunteers and donors accomplish this year. We thank the community for all of their support to make this drive so successful.”

“We thank NBC Bay Area and Safeway for bringing attention to the severity of local hunger and for creating a simple way for anyone in our community to help a family in need,” said Kathy Jackson, Second Harvest Food Bank CEO. “Bay Area Food Banks are feeding people in every neighborhood and through this drive you can donate to make a difference in the lives of people where you live.”

For the last four years, NBC Bay Area has partnered with Safeway to help stock the shelves of local food banks. In addition to providing on air promotion, the station will be enlisting hundreds of volunteers – including NBC Bay Area anchors and reporters helping at their own neighborhood Safeway Stores – on Saturday, November 23 to encourage shoppers to donate food items. Individuals interested in volunteering to collect food at a local Safeway on November 23, can visit [www.bayareaproud.com](http://www.bayareaproud.com) or contact their local food bank to register.

To make the donation process easier, a specially produced shopping bag filled with items that food banks need the most will be available for \$10 at all local Safeway stores. These bags include pasta and sauce, canned vegetables and important protein items like peanut butter and canned tuna. Once collected, the bags will be delivered to food banks. The bags will be available for purchase from November 6 through December 25.

“Safeway is proud to be partnering with our area food banks on this community-wide collection effort,” said Karl Schroeder, President of Safeway Northern California. “Assisting people who need a helping hand during the holidays and throughout the year is an important part of Safeway’s giving programs.”

Last year, the food drive collected more than 100,000 bags of food at Bay Area locations, more than doubling the previous year's collection.

### **ABOUT NBC BAY AREA**

Owned by NBC Universal, NBC Bay Area/KNTV is the Bay Area's investigative station located in the heart of Silicon Valley. The station is committed to providing continuous, in-depth news and journalism with unique personalities. Along with carrying NBC's award-winning daytime, prime-time and late night programming, NBC Bay Area produces more than 32 hours of news programming each week, including several, weekly news franchises: The Interview with Raj Mathai, Class Action with Jessica Aguirre, and Reality Check with Sam Brock. COZI TV, the station's digital network, offers a full schedule of America's most beloved and iconic television series, hit movies and original programming. COZI TV can be seen locally on Comcast 186, Verizon 460, and over-the-air on 11.3.

### **About Safeway**

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America, based on sales. The company operates 1,415 stores in the United States and had annual sales of \$44.2 billion in 2012. The company's common stock is traded on the New York Stock Exchange under the symbol SWY.

### **About Bay Area Food Banks:**

Bay Area Food Banks is a collaboration of eight local food banks that serve more than 600,000 people in 11 northern California counties each month. Through 1,560 food pantries, children's programs, shelters, soup kitchens, residential programs, and other emergency food providers, Bay Area Food Banks distributes 142 million pounds of food each year. With respect and compassion, the Food Banks serve anyone in need.

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