



NBC BAY AREA TEAMS UP WITH SAFEWAY FOR “HELP US END HUNGER” FOOD DRIVE ON SATURDAY, NOVEMBER 22

SAN JOSE, CA – (November 10, 2014) – NBC Bay Area is once again teaming up with Safeway Stores for a one-day food drive on **Saturday, November 22**, kicking off a month-long effort to fight hunger with Bay Area Food Banks, a collaboration of seven food banks serving over 780,000 local residents each month. The “Help Us End Hunger” food drive will take place at 155 Safeway locations throughout the Bay Area making it easy for community members to participate and help feed their neighbors in need.

“Despite the recovering economy, thousands of Bay Area residents still rely on their local food banks to put food on their tables each week. Our goal is to create awareness and provide our viewers an easy way to help out,” said Rich Cerussi, NBC Bay Area President and General Manager. “We thank the community for all of their support to make this drive so successful year after year.”

“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 five 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 22 to encourage shoppers to donate food items.

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. Items 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 for distribution to needy families. The bags will be available for Safeway shoppers to purchase now through December 25.

This year, NBC Bay Area and Safeway are inviting local chefs to participate in a recipe challenge by creating dishes using the food items provided in the donation bags. Recipe challenges will take place at various Safeway locations and will be broadcast live on NBC Bay Area.

“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 134,000 bags at Safeway Stores across the Bay Area, amounting to over 1,600,000 pounds of food for those in need.

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 multicast network, offers a full schedule of America’s most beloved and

iconic television series and hit movies. COZI TV can be seen locally on Comcast 186, Verizon 460, and over-the-air on 11.3.

ABOUT SAFEWAY INC.

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America based on sales. Safeway operates 1,331 stores in the United States and had annual sales of \$35.1 billion in 2013.

ABOUT BAY AREA FOOD BANKS

Bay Area Food Banks is a collaboration of seven local food banks serving northern California counties. Collectively they serve 780,000 adults, seniors and children each month through nearly 1,600 food pantries, children's programs, shelters, soup kitchens, residential programs, and other emergency food providers. Learn more at www.bayareahunger.org.

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