



NBC BAY AREA TEAMS UP WITH SAFEWAY FOR “FEED THE NEED” FOOD DRIVE ON SATURDAY, NOVEMBER 18 BENEFITTING VICTIMS OF NORTH BAY WILDFIRES

SAN JOSE, CA – (November 11, 2017) – NBC Bay Area / KNTV will team up with Safeway’s “Feed the Need” food drive on **Saturday, November 18** kicking off a month-long effort to fight hunger in the Bay Area. This year’s food drive includes the collaboration of seven local food banks including Redwood Empire and Napa Valley food banks which have an increased need for food assistance for those impacted by the North Bay wildfires. The “Feed the Need” food drive will take place at 167 Safeway locations throughout the Bay Area through December 26.

“This year our ‘Feed the Need’ drive takes on extra importance and urgency in light of the devastation of the Napa and Sonoma wildfires,” said Stacy Owen, NBC Bay Area President and General Manager. “We’re proud to be able to give people an easy way to help their neighbors in need.”

"As we continue to meet the existing need for food assistance in our community, and increase our provision of help for our neighbors impacted by the Sonoma Complex Fires, we are thankful that NBC Bay Area and Safeway have created a simple way for anyone to help feed a local family," said David Goodman, the Redwood Empire Food Bank's CEO. "Donations of food and funds are critical during this time of increased need in our community and in communities throughout the Bay Area. Through this drive, we have an opportunity to provide more food to more our neighbors experiencing hunger."

For nearly ten years, NBC Bay Area has partnered with Safeway to help stock the shelves of local food banks. In addition to helping get the word out to the community, the station will be enlisting the support from hundreds of volunteers – including NBC Bay Area anchors and reporters helping at their own neighborhood Safeway stores – on Saturday, November 18 to encourage shoppers to donate.

On “Feed the Need” day and through **December 26**, anyone can visit one of the 167 participating Safeway stores to purchase a \$10 bag of food items that will be donated to the local food banks. At each store, shoppers can remove a flyer from the tear pads located in the display area and bring the flyer to a register to purchase the bag of donation food items. Each bag of food will contain pasta and sauce, canned vegetables, soup, and important protein items like peanut butter and canned chicken breast. Once collected, the food will be delivered to food banks for distribution to needy families.

Last year, the food drive collected more than 360,000 bags at Safeway stores across the Bay Area, nearly tripling the amount from the previous year and amounting to more than 2,880,000 pounds of food for those in need.

About NBC Bay Area / KNTV

Owned by NBCUniversal, 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 journalism with unique personalities. Along with broadcasting NBC's award-winning daytime, prime-time and late night programming, NBC Bay Area produces more than 32 hours of news programming each week. The station can be seen locally on Comcast 3 and 703 and over-the-air on 11. 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 and over-the-air on 11.3.

About Safeway

Safeway is one of the most well-recognized grocery retail brands with a long-standing reputation for quality and service, proudly serving Northern California since 1926. The company operates over 280 stores in Northern California, Nevada and Hawaii. In 2016, Safeway gave over \$30 million in food and financial support to food banks and hunger relief organizations in Northern California. Safeway is one of the top private companies in the San Francisco Bay Area, according to The San Francisco Business Times. Safeway operates as a banner of Albertsons Companies.

About Bay Area Food Banks

Bay Area Food Banks is a collaboration of seven local food banks serving northern California counties. Collectively they serve 840,000 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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