

QFC Invites You to *Share Your Feast* this Holiday Season

By Kristin Maas, QFC Public Affairs Director

What's for breakfast or dinner is something we may not always know or plan ahead for, but most of us know that there **will** be something for breakfast, lunch and dinner today.

Unfortunately, many families in our region are going hungry - more than ever in recent memory. Food Lifeline is Western Washington's largest hunger relief agency; providing more than 17 million meals in 2008.

- 51% of the hungry people Food Lifeline serves must choose between food and paying for heat.
- 40% of the hungry people Food Lifeline serves must choose between food and paying for medicine or medical care.
- 40% of the hungry people Food Lifeline serves must choose between food and rent.

So, what can we do to help? In 2002, QFC launched our annual *Share Your Feast* food drive benefiting Food Lifeline and their more than 300 member agencies, including neighborhood food banks, shelters, and hot meal programs.

QFC is offering several ways customers can get involved:

- Customers are able to purchase and donate \$10 pre-packaged bags of groceries for neighborhood food banks (a savings of up to 43% off regular retail prices).
- Customer can donate cash at any QFC checkstand November 1st, 2009 through January 2nd, 2010.
- Customers can donate their 3¢ bag reuse credit to Food Lifeline.
- Customers can purchase and donate food bank recommended items, identified by shelf tags throughout the store.

We also have 3 vendor partners who are offering donations to Food Lifeline:

- Kendall-Jackson will donate \$2 for every case of selected wines sold in QFC stores during *Share Your Feast*.
- Full Sail Brewing Company will donate \$1 for every case of selected beer varieties sold in QFC stores during *Share Your Feast*.
- The *Certified Angus Beef*® brand will donate one pound of ground beef for every \$10 *Share Your Feast* bag purchased and donated in QFC stores, up to a total donation value of \$25,000. WOW!

We all know that the economy is tough and that everyone has tightened their financial belts. But if each of us can help a little, it will make a huge difference in the lives of hungry people throughout our community. No one should go hungry – please join us and *Share Your Feast* this holiday season. Thank you!

Additional information from the *Certified Angus Beef*® brand

Shoppers making the \$10 donation on Dec. 11, 12 and 13 will receive a \$1 coupon for their next purchase of *Certified Angus Beef*® brand products at the register.

Join the *Certified Angus Beef*® brand at QFC stores across the Seattle area. Shoppers can sample delicious *Certified Angus Beef*® roasts, perfect for any holiday feast. It's also a great opportunity to make a grocery or cash donation.

Look for us:

- Friday, Dec. 11 from 11 a.m. – 1 p.m.
 - University Village QFC #807, 2746 NE 45th St., Seattle, WA 98105
- Friday, Dec. 11 from 3 to 6 p.m.
 - West Seattle QFC #883, 4550 42nd Ave. SW, Seattle, WA 98116
- Saturday, Dec. 12 from 10 a.m. to noon
 - Factoria QFC #822, 3550 128th St. SW, Seattle, WA 98006
- Saturday, Dec. 12 from 1 to 3 p.m.
 - Bella Bottega QFC #860, 8867 161st Ave. NE, Redmond, WA 98052

At participating stores (above), enter to win a holiday feast for your family, including \$50 worth of *Certified Angus Beef*® coupons, a \$50 QFC gift card, and a *Certified Angus Beef*® gift basket. No purchase necessary.

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