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**Kiwanis Club of San Ramon Valley, SAFEWAY STORES AND NBC BAY AREA LAUNCH SPECIAL FOOD DRIVE TO HELP FEED THE HUNGRY**

The *Kiwanis Club of San Ramon Valley* is partnering with Safeway stores in *Alamo, Danville, and San Ramon* for our annual food drive Saturday, November 20, accepting turkey and food donations for community residents. Bags of groceries, priced at \$10.00 and \$15.00, are available at all Safeway stores specifically designed for supply needs of area food banks. In addition, The *Kiwanis Club of San Ramon Valley* is matching turkey purchases for donation to the Food Bank of *Contra Costa and Solano Counties*. The grocery bag offering is available to all customers through December 11. Safeway launched the grocery bag offering to make a donation easier for shoppers and to ensure food bank recipients receive good quality items.

"We hope that all local residents take advantage of this special time of Thanksgiving to make a donation to our food bank," said *Larry Fly Exec Director of Food Bank of Contra Costa and Solano Counties*, "Our supplies are running low and we know that some residents are unsure of what we truly need. These pre-packaged bags will help us secure the products our clients most desire."

Safeway is working with *NBC Bay Area TV, and the San Ramon Valley Kiwanis* on Saturday November 20 to provide a special one-day donation/collection. "Last year we collected nearly 21,000 lbs of food during our one-day food drive" said *Alan Davis, Chair of San Ramon Valley Kiwanis 2010 Food Drive*, "These 21,000 lbs accounted for over 14-percent of all food distributed between Thanksgiving and New Years by the Food Bank of Contra Costa and Solano County."

Volunteers from Kiwanis, other organizations, local high schools, and churches will be outside approximately 140 Safeway stores in Northern California, Reno and Hawaii from 9 a.m. to 4 p.m. to ask customers for donations.

"We are proud to be partnering with our area food banks and these important volunteer organizations on this community-wide collection effort," said *Karl Schroeder, president of Safeway's Northern California Division*. "We hope customers will help us end hunger by making a small donation. Every bag, every can and every dollar does count!"

Safeway contributes \$175 million in food donations to food banks each year across the U.S. and partners with local organizations each holiday season by placing food collection barrels in stores.

NBC Bay Area Television will be broadcasting live the week of November 15 through Saturday November 20 to promote the effort to all viewers.

Kiwanis is a global organization of volunteers dedicated to changing the world one child and one community at a time. Founded in 1915 in Detroit and with headquarters now in Indianapolis, Kiwanis International is a thriving organization of service and community minded individuals who support children and young adults around the world. More than 600,000 Kiwanis family members in 96 countries make their mark by responding to the needs of their communities and pooling their resources to address worldwide issues. Through these efforts, Kiwanis International truly is "Serving the Children of the World."

**Anyone interested in learning more about the Kiwanis Club of San Ramon Valley is invited to visit the website at [www.kiwanis-srv.org](http://www.kiwanis-srv.org). The club holds weekly noon luncheon meetings at Round Hill Country Club in Danville. Please join us for lunch and find out more about our organization.**

**About Safeway [www.Safeway.com](http://www.Safeway.com)**

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 1,712 stores in the United States and western Canada and had annual sales of \$40.8 billion in 2009. The company's common stock is traded on the New York Stock Exchange under the symbol SWY. Safeway supports a broad range of charitable and community programs and in 2009 donated more than \$250 million to important causes, such as cancer research, education and hunger relief.

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