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SHOPRITE KICKS-OFF FAMOUS CAN CAN SALE WITH
DONATION TO LOCAL FOOD BANKS

ShopRite customers to help raise 50,000 cans of food through “Cans for Fans” Facebook program

January 3, 2012, (Keasbey, NJ) – ShopRite’s famous annual Can Can Sale, begins Thursday, January 5th and will run through Saturday, January 21st. This year, to bring awareness to the ever-growing issue of hunger in our local communities, ShopRite will launch “Cans for Fans” – a program that enables ShopRite Facebook fans to get involved in ShopRite’s fight against hunger.

For every fan on ShopRite’s official Facebook page (<http://www.facebook.com/shoprite.supermarket>), ShopRite will donate one can of food, up to 50,000 cans, to local food banks in the communities it serves. Fans are encouraged to spread the word about “Cans for Fans” by sharing ShopRite’s official Facebook page with friends. The more “Likes” ShopRites receives, the more cans it will donate to those in need. It’s as simple as that!

“The annual Can Can sale is a great opportunity for ShopRite to help raise awareness of the issue of hunger in our communities,” said Christine Magyarits, Community Relations manager for ShopRite. ““Cans for Fans” is a powerful way to engage our customers in the fight against this ever-growing problem in our nation. Hunger affects us all and we thank our loyal fans for continuing to help us in support of this worthy cause.”

In 2011, in celebration of the 40th anniversary of the legendary Can Can sale, ShopRite donated 40,000 cans of food to local food banks in New York, New Jersey, Pennsylvania, Connecticut, Maryland and Delaware.

ShopRite has long been a partner to food banks in the areas it serves through its ShopRite Partners In Caring program. Founded in 1999, ShopRite Partners in Caring has given more than \$27 million dollars to Food Banks, which has helped to feed millions of people.

The Can Can sale continues to have a loyal and devoted following among ShopRite customers who eagerly await this annual event. Over the years, the Can Can Sale has changed and grown. Originally intended to focus solely on ShopRite Private Label products, today many national brands are included, as well. In fact, Can Can proved so popular that in 2002, ShopRite introduced a Summer Can Can Sale.

Although there are no sales figures available from the early days of ShopRite's Can Can, the company estimates it has sold more than 3 billion cans over the sale's 40 year history.

Another way to celebrate the legendary Can Can Sale is to visit ShopRite's "Get Can Canned" website – www.ShopRiteCanCan.com – which gives visitors the opportunity to become a ShopRite Can Can dancer by uploading a photo which will be placed on the animated dancer's body. The image can be emailed to friends, shared via social media or posted to ShopRite's official Facebook page.

The 2012 ShopRite Can Can sale begins on January 5th and runs through January 21st at all ShopRite stores in the Northeast.

Can't wait for Can Can? The *Can't Can't Wait Sale* preview begins Sunday, January 1. For more information, please visit www.ShopRite.com.

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About ShopRite

ShopRite is the registered trademark of Wakefern Food Corp., a retailer-owned cooperative, based in Keasbey, NJ and the largest supermarket cooperative in the United States. With more than 230 ShopRite supermarkets located throughout New Jersey, New York, Pennsylvania, Connecticut, Delaware and Maryland, ShopRite serves more than five million customers each week. A long-time supporter of key community efforts, ShopRite is dedicated to fighting hunger in the communities it serves. Through its ShopRite Partners In Caring program, ShopRite has donated more than \$27 million to 1,700 worthy charities and food banks since the program began in 1999. As a title sponsor of the LPGA's ShopRite Classic, ShopRite has raised more than \$24 million for local schools, hospitals and community groups. For more information, please visit www.ShopRite.com.

About ShopRite Partners In Caring

ShopRite Partners In Caring is a year-round, community-based, hunger-fighting initiative that works with more than 50 food industry manufacturers to provide more than \$2 million annually to qualified charitable agencies in New York, New Jersey, Connecticut, Delaware, Maryland and Pennsylvania. Since its inception in 1999, ShopRite Partners In Caring has donated \$27 million to more than 1,700 charities. ShopRite Partners In Caring supports emergency food pantries, soup kitchens, homeless shelters, child care centers, battered women's shelters, senior citizen programs, drug rehab centers, programs for the mentally and physically disabled, after-school programs and other organizations that aid those in need. The ShopRite Partners In Caring Fund was established in 2002 as a component fund of the Community Foundation of New Jersey to accept private donations that help fund its charitable endeavors. For more information or to learn how you can help, please visit www.shopritepartnersincaring.org.