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Spread the Love This Valentine's Day With Peanut Butter and Jelly

Philabundance teams up Mix 106.1 FM and ShopRite for PB&J food drive



PHILADELPHIA – January 31, 2011–From January 31st through Valentine's Day, Philabundance and Mix 106.1 FM are holding the second annual **SPREAD THE LOVE FOOD DRIVE** with a focus on collecting peanut butter and jelly, food staples that are in high in demand by the community in need.

There are a number of ways to **Spread the Love** this Valentine's Day. ShopRite will donate a jar of peanut butter or jelly to Philabundance for every new fan that "Likes" Philabundance on Facebook January 31st through February 14th. Online donations can be made via Mix 106.1's website, www.mixphiladelphia.com or www.philabundance.org and all proceeds will go to purchase peanut butter and jelly for people in need. And, participants can donate plastic jars of peanut butter or jelly at the Spread the Love event on February 12th from 10 am- 2 pm at the Farmer's Market at Suburban Square, Anderson and Coulter Avenues, Ardmore, PA.

Delaware Valley neighbors have a chance to enter a raffle to win a \$500 travel voucher courtesy of US Airways. Ways to enter include signing up for Philabundance's eNewsletter, FreshNews, forwarding FreshNews to a friend and bringing a pair of peanut butter and jelly to the Spread The Love Event on February 12th.

"Although something of a staple in many people's cupboards, peanut butter and jelly are two food items rarely donated by the food industry," said Bill Clark, president and executive director of Philabundance. "We are excited to partner with Mix 106.1 and ShopRite on the **Spread the Love** food drive again this year to help us obtain those high demand foods and meet the mounting need we are seeing from our neighbors."

"ShopRite Partners In Caring is proud to support Philabundance and it's Spread the Love campaign in this effort to bring simple comfort foods to those who need them most," said Christine Magyarits, Community Relations Manager for ShopRite. "What could be more simple and caring than peanut butter and jelly?"

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Because of ShopRite, Delaware Valley neighbors and other partners, Philabundance secured nearly 4,000 pounds of peanut butter and jelly during last year's Spread the Love food drive. With an increase in need of 66% over the past two years, community participation is key to Spreading the Love and serving neighbors in need in the Delaware Valley.

For more information on participating in the Spread the Love Food Drive, call 215-339-0900 or visit www.philabundance.org, www.mixphiladelphia.com, or check out Philabundance's Facebook page and become a fan.

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About Philabundance

Philabundance reduces hunger and food insecurity in the Delaware Valley by providing food access to those in need in partnership with organizations and individuals. Philabundance provides a full plate of services to close to 500 member agencies in 9 counties, who serve approximately 65,000 people per week at an aggregate cost of less than 30 cents per meal. There are more than 900,000 people in the Delaware Valley who are at risk for chronic hunger and malnutrition. In 2009, Philabundance, distributed 17 million pounds of food in the Delaware Valley. For more information about Philabundance, call 215-339-0900 or visit www.philabundance.org.

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 \$24 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.