



**FOR IMMEDIATE RELEASE**

Contact: Le-La Cloutier  
Coyne PR  
(212) 938-0166  
[lcloutier@coynepr.com](mailto:lcloutier@coynepr.com)

**ShopRite Partners In Caring Recruits New Turkey Bowlers for Its Hunger Fighting Flock**  
*The Harlem Globetrotters Step Up to the Fowl Line to Help Donate Frozen Turkeys to Local Food Banks*

**Keasbey, NJ (November 7, 2011)** – ShopRite Partners In Caring is hosting its Third Annual Turkey Bowling Invitational with the Harlem Globetrotters this November, to help increase awareness of the issue of hunger and to donate more than 100,000 pounds of turkey to local food banks during the holidays.

To help broaden its hunger fighting efforts, ShopRite Partners In Caring will be expanding this year's Turkey Bowling Invitational beyond the New York and New Jersey area, testing out turkey bowling skills in Baltimore, Washington, D.C., Philadelphia, and South New Jersey.

New York and New Jersey will kick things off on November 10, 2011, when undefeated Team New York will attempt to win their third turkey bowling championship title against Team New Jersey. Team New York will consist of one Harlem Globetrotter, the ShopRite of Staten Island store manager and a representative from the Food Bank For New York City. Team New Jersey will consist of one Harlem Globetrotter, the ShopRite of Bernardsville store manager and a representative from the Community FoodBank of New Jersey.

The following week, new teams will be introduced to the sport of turkey bowling, which entails a friendly competition to see who can knock down the most paper towel pins, using a five pound frozen turkey replica. Team Baltimore will play against Team Washington, D.C. on Monday, November 14<sup>th</sup>, followed by Team Philadelphia against Team South Jersey on Tuesday, November 15<sup>th</sup>, with an appearance by the Phillies' Phanatic.

This year, three teams will walk away with the 2011 ShopRite Partners In Caring Turkey Bowling Invitational trophy and championship title, but more importantly all six teams participating will each win 100 additional cases of frozen turkeys that will be donated to the following food banks in time for this Thanksgiving: Food Bank For New York City, Community Food Bank of New Jersey, Philabundance, Food Bank of South Jersey, Maryland Food Bank, and Capital Area Food Bank.

-More-

## *ShopRite Turkey Bowling*

“We’re proud to partner with the Harlem Globetrotters to help bring awareness to the issue of hunger in our communities,” said Christine Magyarits, spokeswoman for ShopRite Partners In Caring. “Providing turkeys to the food banks to help families sit down to a warm holiday meal has become a ShopRite Thanksgiving tradition.”

Over the past 10 years, ShopRite Partners In Caring has been able to deliver more than 700,000 pounds of frozen turkeys to food banks in New York, New Jersey, Connecticut, Delaware, Pennsylvania and Maryland and this November alone, ShopRite will donate a personal record high of 100,000 pounds of frozen turkeys following this year’s ShopRite Partners In Caring Turkey Bowling Invitationals.

### **About ShopRite Partners In Caring**

ShopRite Partners In Caring is a year-round, community-based, hunger-fighting initiative that works with 50 food industry manufacturers to provide more than \$2 million annually to qualified charitable agencies in New York, New Jersey, Connecticut, Delaware, Pennsylvania, Maryland, Massachusetts and Rhode Island. 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](http://www.shopritepartnersincaring.org)

###