



NBC BAY AREA TEAMS UP WITH SAFEWAY FOR “FEED THE NEED” FOOD DRIVE ON SATURDAY, NOVEMBER 19

SAN JOSE, CA – (November 7, 2016) – NBC Bay Area / KNTV will team up with Safeway Stores to host “Feed the Need,” a one-day food drive on **Saturday, November 19**. This year’s food drive includes the collaboration of seven local food banks that serve more than 840,000 local residents each month. The “Feed the Need” food drive will take place at 156 Safeway locations throughout the Bay Area from now through December 27. This is the seventh consecutive year that NBC Bay Area partners with Safeway to host the one-day event to help raise awareness about hunger issues in the Bay Area and help local families.

“We’re proud to once again partner with Safeway and our local food banks to help address hunger issues in our community,” said Rich Cerussi, NBC Bay Area President and General Manager. “Last year’s effort helped to collect more than 920,000 pounds of food and we’re glad to work with our local partners once again, to help families who may be in need.”

“We thank NBC Bay Area and Safeway for bringing attention to the severity of local hunger and for creating a simple way for anyone in our community to help a family in need,” said Kathy Jackson, Second Harvest Food Bank CEO. “The skyrocketing local cost of living is causing more people than ever before to turn to Bay Area Food Banks. We are feeding people in every neighborhood and through this drive you can donate to make a difference in the lives of people where you live.”

For nearly ten years, NBC Bay Area has partnered with Safeway to help stock the shelves of local food banks. In addition to providing on-air promotion, the station will be enlisting the support from hundreds of volunteers – including NBC Bay Area anchors and reporters helping at their own neighborhood Safeway Stores – on Saturday, November 19 to encourage shoppers to donate.

On “Feed the Need” day, local residents can visit one of the 156 participating Safeway stores to purchase a \$10 bag of food items that will be donated to the local food banks. At each store, shoppers can remove a flyer from the tear pads located in the display area of each store and bring the flyer to a register to purchase the bag of donation food items. Each bag of food will contain pasta and sauce, canned vegetables, soup, and important protein items like peanut butter and canned chicken breast. Once collected, the bags of food will be delivered to food banks for distribution to needy families. The flyers are available for Safeway shoppers to purchase now through **December 27**.

“Safeway is honored to partner with NBC Bay Area and our local food banks on this community-wide effort. This campaign provides an opportunity for our employees and customers to help their communities and make a brighter holiday for countless families,” said Tom Schwilke, President of Safeway Northern California.

Last year, the food drive collected more than 115,000 bags at Safeway Stores across the Bay Area, amounting to more than 920,000 pounds of food for those in need.

About NBC Bay Area / KNTV

Owned by NBCUniversal, NBC Bay Area / KNTV is the Bay Area's investigative station located in the heart of Silicon Valley. The station is committed to providing continuous, in-depth journalism with unique personalities. Along with broadcasting NBC's award-winning daytime, prime-time and late night programming, NBC Bay Area produces more than 32 hours of news programming each week. The station can be seen locally on Comcast 3 and 703 and over-the-air on 11. COZI TV, the station's digital network, offers a full schedule of America's most beloved and iconic television series, hit movies and original programming. COZI TV can be seen locally on Comcast 186 and over-the-air on 11.3.

About Safeway

Safeway is one of the most well-recognized grocery retail brands with a long-standing reputation for quality and service, proudly serving Northern California since 1926. The company operates more than 270 stores in Northern California, Nevada and Hawaii. Safeway is the top private company in the San Francisco Bay Area, according to The San Francisco Business Times. Safeway is a division of Albertsons Companies.

ABOUT BAY AREA FOOD BANKS

Bay Area Food Banks is a collaboration of seven local food banks serving northern California counties. Collectively they serve 840,000 adults, seniors and children each month through nearly 1,600 food pantries, children's programs, shelters, soup kitchens, residential programs, and other emergency food providers. Learn more at www.bayareahunger.org.

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