



Media Contact: Kevin West
Communications Coordinator
kwest@refb.org
707.523.7900 x 155

FOR IMMEDIATE RELEASE

SAFeway FOUNDATION AND HORMEL DONATIONS STRENGTHEN THE REDWOOD EMPIRE FOOD BANKS FIRE RELIEF EFFORTS

Santa Rosa, CA – December 12, 2017 – The Redwood Empire Food Bank (REFB) continues to respond to October’s Sonoma Complex Fire with weekly Station 3990 emergency food assistance for all our neighbors who were impacted. Organized the first week of the fires, Station 3990 offers drive-through distributions located at sites throughout Sonoma County. Providing fresh produce and staple grocery items, they are becoming an important part of the recovery for the children, families and seniors affected. The REFB is pleased to announce we have received a \$500,000 donation from the Safeway Foundation along with holiday hams from Hormel Foods to strengthen this emergency response.

Shortly after October’s fire storms tore through Sonoma County, Safeway responded by collecting donations at the register to benefit local disaster relief organizations as they help people recover from the devastation. In the span of two and a half weeks, Safeway and its sister stores, Vons, Pavilions and Albertsons in California and Northern Nevada helped raise more than \$5 million in donations, with the Safeway Foundation matching the first \$500,000 donated by customers. Along with the financial assistance, Safeway is partnering with Hormel Foods to donate 1,000 fresh hams to the REFB for distribution to those affected, just in time for the holidays.

“We take great pride in giving back to the communities we serve and we thank our generous customers for helping us support the Redwood Empire Food Bank to assist people in need,” said Wendy Gutshall of The Safeway Foundation. “We hope our support will help heal the affected communities.”

The Redwood Empire Food Bank will start distributing the donated Hormel hams at their Station 3990 fire-relief food distribution this Wednesday, December 13th, from 3:00 pm to 6:00 pm with the help of volunteers from both Safeway and Hormel Foods.

“This incredible Safeway donation will allow the REFB to provide one million meals to our neighbors facing hunger,” said David Goodman, the REFB’s Chief Executive Officer. “We must continue to help the one in six people in our community who were facing hunger before the fires while also offering assistance to those newly experiencing food insecurity. We can only meet these increased needs with the generous support of community leaders like the Safeway Foundation.”

About the Safeway Foundation

Founded in 2001, the Safeway Foundation supports causes that impact our customers' lives. Safeway stores provide the opportunity to mobilize funding and create awareness in our neighborhoods through the generous contributions by our customers, our employees' passion and partnerships with our vendors. We focus on giving locally in the areas of Health and Human Services, Hunger, Youth and Education, Veterans and Supporting Diversity and Inclusion of All Abilities. For more information about the Safeway Foundation, visit www.safewayfoundation.org. The Safeway Foundation is a part of the national Albertsons Companies Foundation.

About the Redwood Empire Food Bank

The Redwood Empire Food Bank (REFB) is the largest hunger-relief organization serving north coastal California from Sonoma County to the Oregon border. Since 1987, the REFB has provided food and nourishment to those facing hunger, currently serving 82,000 children, families and seniors in Sonoma County, while striving to end hunger in our community. The REFB collaborates with local and regional partners to obtain and distribute 15.5 million pounds of food annually, the equivalent of more than 35,000 meals every day. Through more than 200 of our own direct service distributions and partnerships with 166 other hunger-relief organizations, we form a network of over 450 weekly and monthly distribution sites serving low-income residents in Sonoma, Lake, Del Norte, Mendocino and Humboldt counties. Visit www.refb.org or call 707-523-7900 to learn more.

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