

EMBARGOED UNTIL SEPT. 1, 2011

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Jewel-Osco® to Kick Off Hunger Action Month Campaign
Former Chicago Bear Glen Kozlowski gets into the play

(Itasca, Ill.) Aug. 29, 2011 – JEWEL-OSCO, a leading Midwest food and pharmacy retailer, is teaming up with former Chicago Bears player Glen Kozlowski and area food banks to launch a proactive food drive to support Hunger Action Month in September.

The campaign, called “Give a Little, Feed a Lot,” will benefit the Greater Chicago Food Depository, the Northern Illinois Food Bank and the Food Bank of Northwest Indiana, as well as the Midwest Food Bank, the River Bend Foodbank and dozens of local pantries across JEWEL-OSCO’s service area.

The retailer will officially kick off the initiative with a press conference Thursday, Sept. 1, 2011, at 10:30 a.m. The announcement will take place at the JEWEL-OSCO at 2940 N. Ashland Ave., in Chicago’s Lakeview community. Former Chicago Bears wide receiver and hunger relief advocate Glen Kozlowski will attend the event, where JEWEL-OSCO will also make a donation to Lakeview Pantry.

“Hunger relief is a top corporate social responsibility issue for our company,” said JEWEL-OSCO President Brian Huff. “So ‘Give a Little, Feed a Lot’ is a great opportunity for us to work with our food bank partners and others in the community, to help people in need in this challenging economy.”

During the campaign, which runs the entire month of September at all JEWEL-OSCO stores, customers will be able to make monetary donations at the registers and food contributions in specially marked bins. All donations will benefit the food banks and local pantries.

“The need for food assistance has never been as great as it is today. That’s why we are so grateful for JEWEL-OSCO’s support in feeding our hungry neighbors,” said Pete Schaefer, president and CEO of the Northern Illinois Food Bank. “By raising awareness with their employees and their customers, and raising dollars, we will be able to get more food to more of our hungry neighbors.”

“The Greater Chicago Food Depository continues to see near-record numbers turn to its network of 650 pantries, soup kitchens and shelters. Fifty-nine percent more individuals are turning to pantries versus three years ago,” said Kate Maehr, executive director and CEO of the Food Depository. “We are excited to participate in JEWEL-OSCO’s ‘Give a Little, Feed a Lot’ program and to raise much-needed food, funds and awareness for those who face hunger in September and year-round.”

"Here at the Food Bank of Northwest Indiana we serve over 5,000 people each week, so programs like this are very helpful and greatly appreciated," said Angie Williams, executive director of the Food Bank of Northwest Indiana. "JEWEL-OSCO has been a great Hunger Action Month partner for the past four years, and they've demonstrated fantastic leadership in raising public awareness, fundraising and supporting not only the Food Bank but our local pantries as well."

Last year, JEWEL-OSCO's "Give a Little, Feed a Lot" campaign raised over \$2 million in combined food and cash donations.

About JEWEL-OSCO

JEWEL-OSCO, a SUPERVALU company, operates approximately 180 stores in Illinois, Iowa and Northwest Indiana. With a market-leading position in Chicago, JEWEL-OSCO stores offer consumers the convenience of combined grocery and pharmacy retail services. Originally established in 1899, the company and its associates remain committed to the communities they serve. For more information about JEWEL-OSCO, please visit www.jewelosco.com or www.jeweloscopharmacies.com.

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