

# Wakefern Food Corporation



**FOR INFORMATION**

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**FOR IMMEDIATE RELEASE**

## **Wakefern Food Corp. Donates \$250,000 to Assist in Haiti Earthquake Relief Efforts**

**Keasbey, NJ – January 14, 2010** – Wakefern Food Corp. announced today that on behalf of its ShopRite and PriceRite stores, it will donate \$250,000 to The American Red Cross to assist in the relief efforts for the earthquake victims in Haiti -- further reinforcing the company's commitment to community service.

“Lending a helping hand to the communities we serve is at the heart of our business. However, in times when catastrophic natural disasters occur such as Hurricane Katrina, the 2004 Indian Ocean tsunami, and now the devastating earthquake in Haiti, we proudly stretch out our hands beyond our borders to assist others,” stated Joseph Colalillo, chairman of the board and CEO for Wakefern Food Corporation. “It is our hope that our donation will contribute towards alleviating the damage and suffering left by the earthquake.”

“We are grateful for receiving this funding to aid the American Red Cross relief effort in Haiti during this crucial time,” said Executive Director of the Tri-County Red Cross, Nathan Rudy. “It is partners like Wakefern and its ShopRite and PriceRite stores who make it possible for the Red Cross and its volunteers to be there when disaster strikes.”

For information on how to provide additional resources, please visit [www.redcross.org](http://www.redcross.org) to make an unrestricted donation to the American Red Cross' International Response Fund or call them at 1-800-REDCROSS (1-800-733-2767).

### **About Wakefern Food Corp.**

From a small, struggling cooperative with eight members – all owners of their own grocery stores – Wakefern Food Corporation has grown into the largest retailer-owned cooperative in the United States. The cooperative is comprised of 44 members who individually own and operate supermarkets under the ShopRite banner located throughout New Jersey, New York, Connecticut, Pennsylvania and Delaware. In 1996, the PriceRite banner, an alternate format store, was added extending Wakefern's reach into Rhode Island and Massachusetts. Today, Wakefern, the merchandising and distribution arm of the company, and the more than 250 ShopRite and PriceRite stores employ more than 50,000 people.

### **About the Tri-County Chapter of the American Red Cross**

The Tri-County Chapter of the American Red Cross, celebrating its 93<sup>rd</sup> anniversary in 2010, has headquarters in Plainfield, NJ. The Chapter provides health and safety, disaster response and military communications programs and services to more than half a million residents of 22 towns in Union, Somerset and Middlesex Counties.

Since its founding in 1881, the American Red Cross has become the nation's premier emergency response organization. It has built a reputation around the world as the organization to turn to when faced with a disaster. Its nationwide network of more than 800 chapters is dedicated to saving lives by helping people prevent, prepare for and respond to emergencies.