



The Power of a Sunflower!

News Release

For Immediate Release: June 3, 2009.

Contact: Helen McDermott, (585) 214-1324 or Ann Duckett, (585) 787-2233, ext. 8106

Discover the Power of a Sunflower!

Rochester – Once again, Rochester-area Wilson Farms/Sugar Creek stores are collaborating with local hospice agencies to present “**Sunflower Days**,” a four-week program to raise funds and awareness about hospice services for people who are terminally ill. Over the past four years the “Sunflower Days” campaign has raised more than \$150,000 benefiting all Hospices of New York State.

“**Sunflower Days**” will run from Friday, June 5, to Friday, July 3, 2009.

With the theme “The Power of a Sunflower,” the campaign offers customers the opportunity to purchase a paper pin-up sunflower for a donation of \$1 or more.

The sunflowers are being sold exclusively and displayed at Wilson Farms, Wilson Farms Express and Sugar Creek stores across Upstate New York.

The Sunflower is an international emblem for Hospice. Producing and sowing many seeds, sunflowers symbolize the numerous ways that hospice staff and volunteers bring comfort and hope to those faced with life-limiting illnesses and their loved ones.

Proceeds from “**Sunflower Days**” will benefit many hospice programs in New York State, including Lifetime Care Hospice and Visiting Nurse Hospice in the Rochester area.

For information about “**Sunflower Days**”, please call Lifetime Care Hospice, (585) 214-1000, or Stephanie Standera, (585) 787-2233 ext 8405.

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