



2180 Empire Boulevard  
Webster, NY 14580-2029  
585-787-2233  
[www.vnsnet.com](http://www.vnsnet.com)

## For Immediate Release

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CONTACT: Ann E. Duckett  
Manager, Marketing and Communications  
585-787-2233, ext. 8106  
FAX: 585-787-9730  
[aduckett@vnsnet.com](mailto:aduckett@vnsnet.com)

# Wilson Farms 'Steps Up to the Plate' for Meals On Wheels

*Month long fundraising campaign to benefit programs statewide*

Rochester, NY - The Meals on Wheels Foundation of WNY and Wilson Farms is pleased to report that the sixth annual "Step Up to the Plate" fundraising campaign – established to support the homebound elderly and disabled residents served by the Meals On Wheels programs throughout New York – has raised more than \$15,000 midway through the four-week campaign.

"Step Up to the Plate" logos can be purchased at area Wilson Farms, Sugarcreek and Wilson Farms Xpress convenience stores for \$1. Each dollar raised will be returned to the nearest Meals On Wheels agency to directly benefit homebound residents in the communities of Rochester, Buffalo or Syracuse; a valuable resource going toward providing meals. Since 2004, "Step Up to the Plate" has raised more than \$155,000 for Meals On Wheels programs. The campaign will run through Saturday, November 28.

"Wilson Farms is proud to partner with Meals On Wheels," said Paul Nanula, chief executive officer and president of Wilson Farms. "We know that through the generosity of our customers we can once again make this campaign a great success."

- M O R E -

Visiting Nurse Service  
of Rochester and  
Monroe County, Inc.

**STRONG HEALTH**

## **ABOUT VISITING NURSE MEALS ON WHEELS**

VNS established the Meals On Wheels program, the third oldest in the United States, in 1958 and has since served nearly 10 million meals throughout Monroe County. In collaboration with the Greater Rochester Chapter of the American Red Cross, MOW ensures that nearly 1,800 ill, disabled or homebound individuals receive more than 300,000 meals per year. The program is ranked among the top 2 per cent of programs in the U.S., accredited by the Meals On Wheels Association of America. Not just a meal delivery service, the program has evolved into a complete nutrition resource for the community, expanding its reach through innovative services and partnerships with organizations like AIDS Rochester, Inc. For more information on receiving meals, call 585-787-8397; to volunteer, call 585-787-TEAM (8326) or visit [www.vnsnet.com](http://www.vnsnet.com).

The mission of Meals On Wheels is to support the dignity, well-being and independence of people through home delivered nutrition programs. The vision of Meals On Wheels is to ensure that every person who has limited ability to prepare or obtain proper nutrition can be served through a home delivered meal program. Meals On Wheels programs enable these individuals to maintain their independence and remain in their homes. The delivery of meals and the daily "check-in" of MOW clients are of tremendous comfort to family members. It is Meals On Wheels' goal to serve every senior who needs meals.

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