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For Immediate Release

DATE: December 29, 2009
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Wilson Farms Raises \$30,000 for Meals On Wheels *Month-long fundraising campaign benefits programs statewide*

Rochester, NY - The Meals on Wheels Foundation of WNY and Wilson Farms has reported that the sixth annual “Step Up to the Plate” fundraising campaign – established to support the homebound, elderly and disabled residents served by Meals On Wheels (MOW) programs throughout New York – has raised more than \$30,000 through the support of Wilson Farms’ customers.

All Wilson Farms, Sugarcreek and Wilson Farms Xpress stores statewide participated in the campaign, raising a total of \$30,290 through the sale of \$1 paper plate logos. Each dollar raised will be donated directly to local MOW programs in Rochester, Buffalo or Syracuse; a valuable resource going toward providing meals. Since 2004, “Step Up to the Plate” has raised more than \$185,000 for MOW programs in New York State. A check presentation ceremony is scheduled for February 2010 in Buffalo.

“Wilson Farms and its customers have once again proved that Western New York is a community where neighbors help neighbors,” said Benjamin A. Gair III, chief executive officer at Meals on Wheels Foundation of WNY. “It is no secret that nonprofit organizations are experiencing significant funding cuts. Fundraising campaigns like ‘Step Up to the Plate’ help Meals On Wheels programs provide nourishment to our most fragile residents.”

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“Once again, our customers have shown their true generosity through this campaign for Meal On Wheels,” said Paul Nanula, chief executive officer and president of Wilson Farms Inc. “We thank our customers and associates for their continued support for endeavors such as this, which allow us to give back to the communities, neighborhoods and people we serve.”

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 2,000 ill, disabled or homebound individuals receive more than 350,000 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.

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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