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## **For Immediate Release**

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## **For Democrat and Chronicle Thumbs Up!**

Thumbs Up! to Wilson Farms stores for their effort to raise awareness for Meals On Wheels programs through 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 Upstate New York. Visiting Nurse Meals On Wheels received \$1,120 from this year’s campaign! All 200 Wilson Farms, Sugarcreek and Wilson Farms Xpress stores participated, raising a total of \$30,290 through the sale of \$1 paper plate logos. All revenue was returned to the community – Rochester, Buffalo or Syracuse – from which it was raised, a valuable resource going toward providing meals for homebound seniors. Since 2004, “Step Up to the Plate” has raised more than \$185,000 for MOW programs in New York State.

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Visiting Nurse Service  
of Rochester and  
Monroe County, Inc.

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