

New England Patriots team up with Shaw's to tackle childhood hunger

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- Whitman - The New England Patriots Charitable Foundation, Shaw's Supermarkets and The Greater Boston Food Bank will kick off a joint fundraising campaign to support local Kids Cafe programs and food banks throughout New England. Operated in partnership with **Boys & Girls Clubs**, Kids Cafes provide nutritious meals to at-risk children after school each day.

Through Oct. 31, shoppers can purchase paper helmets at their local Shaw's or Star Market. Red football helmets will be available for a \$1 donation and silver paper helmets will be available for a \$5 donation. The goal is to raise enough money through the campaign to provide 350,000 meals.

"We need everyone to realize that hunger is a problem that affects all of our communities, and is especially hard-hitting among children," **said Josh Kraft, president of the New England Patriots Charitable Foundation.** "While it's a problem that doesn't often command headlines, it should and we hope that this program will bring light and support to the issue. If everyone makes a small donation, collectively we can make a very big impact."

"We are grateful to the New England Patriots Charitable Foundation and Shaw's Supermarkets for developing this program that will enable all of the food banks in New England to provide more meals to more children," said Catherine D'Amato, president and CEO of The Greater Boston Food Bank. "We urge the community to take action and help us in the fight against child hunger so that every child receives the nutritious meal they deserve."

Each person that purchases a helmet at checkout will also be eligible to win Patriots prizes, including a trip to a Patriots away game, VIP tickets to a home game, and autographed memorabilia.

"The consequences of going hungry as a child are more than simply having an empty stomach. Hungry children do not perform well in school and become ill more frequently than their well-nourished peers," said Larry Wahlstrom, president of Shaw's and Star Market. "Our customers have always been so generous in donating to important causes."

The number of people seeking emergency food assistance in our region has doubled in the past 10 years and a third of those receiving assistance are children. The Patriots, Shaw's and local food banks hope to decrease childhood hunger by supporting this program. The goal is to open three new Kids Cafes by the end of 2009 and to continue to support the program throughout New England.