

**Media Contact:**

Lilia Rodriguez, External Communications Manager

714) 300-6438 cell: 714) 306-5408

[Lilia.rodriguez@supervalu.com](mailto:Lilia.rodriguez@supervalu.com)

**Albertsons Unites Five of City's Powerhouse Charities to Co-Sponsor *Greater Las Vegas Together* on National Make a Difference Day (October 22, 2011)**

*Las Vegas celebrities, elected officials and non-profits work together, helping their neighbors*

**LAS VEGAS, NV (Oct. 6, 2011)** – Recognizing that there is strength in numbers, Albertsons and five of the largest non-profit organizations in Southern Nevada are teaming up for the first time to help thousands of families throughout the city in the first annual “Greater Las Vegas Together” event. Food, clothing, household items and toothbrushes will be collected in honor of *National Make a Difference Day*, Saturday, October 22, from 9 a.m. to 5 p.m. at all Las Vegas-area Albertsons stores. The Albertsons on Flamingo and Durango Drive will serve as the “Greater Las Vegas Together” headquarters. Non-profit partners (and the benefactors of the donated items) include Catholic Charities of Southern Nevada, Goodwill of Southern Nevada, The Salvation Army, Three Square Food Bank and United Way of Southern Nevada.

“We salute each of these Southern Nevada non-profits for agreeing to work together,” said Albertsons Southern California Division President Sue Klug. “Collaborative efforts of this scale aren’t easy, but we’re thankful that each organization shares our vision to create an opportunity that has the potential to help so many.”

The Greater Las Vegas community is urged to make donations of non-perishable food, gently used clothing and household items, and new toothbrushes that will be redistributed to local residents in need. At 3 p.m., elected officials and local celebrities will join the non-profits at the “Greater Las Vegas Together” headquarter Albertsons store (Flamingo and Durango) for a final donation weigh-in. Throughout the day at that location donors are invited to participate in fun, family-oriented activities including live music, a BBQ and kids’ activities while making a difference for the community.

For more information regarding “Greater Las Vegas Together” contact, Lilia Rodriguez, Albertsons External Communications Manager at (714) 306-5408.

**About ALBERTSONS:** □ ALBERTSONS is part of the SUPERVALU family of grocery stores. ALBERTSONS was founded in 1939 and currently operates 453 Albertsons and Lucky supermarkets in Southern California, Southern Nevada, Idaho, Montana, North Dakota, Oregon, Utah, Washington, and Wyoming. SUPERVALU, INC. is one of the largest companies in the U.S. grocery channel with estimated annual sales of \$38 billion. SUPERVALU serves customers across the United States through a network of approximately 4,290 stores composed of approximately 1,160 traditional and premium stores, including 786

in-store pharmacies; 1,194 hard discount Save-A-Lot stores, of which 869 are operated by licensee owners; and 1,940 independent stores serviced primarily by the company's traditional food distribution business. SUPERVALU has approximately 155,000 employees. For more information about Albertsons, visit our web site at [www.albertsons.com](http://www.albertsons.com).

**About Goodwill:** Goodwill of Southern Nevada is a 501c3 non-profit organization whose mission is to educate, train and employ people with barriers to employment, disabilities, and other special needs to help them maximize the quality of their life. For a complete list of all Goodwill of Southern Nevada retail stores, donation centers, acceptable donations and additional information about our programs, visit [www.sngoodwill.org](http://www.sngoodwill.org).

**About Catholic Charities:** Catholic Charities is one of the largest nonprofit social service providers in the state, offering the most comprehensive range of human services. Catholic Charities includes 24 diverse programs designed to help people of all ages—infants, men, women, children, and seniors—regardless of race, religion, or creed. For more information about Catholic Charities, visit [www.catholiccharities.com](http://www.catholiccharities.com)

**About Three Square:** Three Square was established to end hunger in the valley by providing wholesome, nutritious food to non-profit organizations that serve a wide range of Southern Nevadans in need. A national model project inspired by Eric Hilton with a grant provided by the Conrad N. Hilton Foundation, Three Square is a community collaborative partnership with the gaming industry, businesses, non-profit agencies, food distributors, higher education institutions, the CCSD, governmental entities, the media and thousands of volunteers to efficiently and effectively serve hope to those in our community struggling with hunger. Three Square currently provides more than 22 million pounds of food and grocery product – the equivalent of nearly 16 million meals – per year to more than 600 Program Partners including non-profit and faith-based organizations, schools and feeding sites throughout Southern Nevada. Three Square is a member of the Feeding America network of food banks. For additional information visit [www.threesquare.org](http://www.threesquare.org).

**About United Way of Southern Nevada:** United Way collaborates with volunteers, stakeholders and community leaders to uncover key strategies designed to develop community-based solutions to our community's most pressing health and human service issues. Beyond quick fixes, these strategies are delivering lasting solutions, aligned with benchmarks and achievement standards, to change community conditions. For more information about Southern Nevada's most pressing needs and how United Way's Community-based Agenda is improving lives, visit [uwsn.org/connected](http://uwsn.org/connected) and join United Way's social network.

**About Salvation Army:** The Salvation Army is a 501C3 non-profit organization and is over 150 years old and in 121 countries. The Salvation Army provides assistance to those in need 365 days a year. Founded by William Booth in 1865, with more than 7,800 centers of operation in almost every zip code in the United States, The Salvation Army assists well over 29 million individuals nationwide throughout the year - that's about one person every second - more than 4.2 million of those during the holiday season. The

services provided in Clark County range from addiction treatment; homeless shelter and meals; vocational training; children after school programs; church services; senior help; family services and food and mentally challenged homeless programs. The world famous “Red Christmas Kettles” debuted in San Francisco in 1891; in 1900 it went nationwide. For more information visit our website at [www.salvationarmylasvegas.org](http://www.salvationarmylasvegas.org) or call 870-4430.