



MEDIA ADVISORY PHOTO OPPORTUNITY



SMITH'S TO DONATE 5,000 PIES FOR THANKSGIVING

MEDIA STORY: Needy families in Las Vegas will experience a memorable Thanksgiving meal due to the generosity of Smith's Food & Drug. Smith's is donating 5,000 fresh pumpkin pies to be included in Thanksgiving baskets for clients of Catholic Charities.

LOCATION & TIME: **Thursday, November 17, 2010**
5:00 am to 10:00 am

Catholic Charities of Southern Nevada
1501 Las Vegas Blvd North
(Entrance from the south side loading docks)

WHO: Pat Falvey
Catholic Charities

Marsha Gilford
Smith's Food & Drug

BACKGROUND:

The donation of 625 cases (16 pallets) of pumpkin pies from Smith's comes from the company's dough plant where they are made fresh, baked and frozen for delivery. The donation value is \$15,000.

"We're experiencing some bad economic times here in Las Vegas and the number of clients has risen greatly. It's heartbreaking to see," said Pat Falvey, Vice President of Development Catholic Charities of Southern Nevada. "As one of our great partners, Smith is helping us give these people hope by providing them with one great feast and hopefully making a difference in their lives."

Catholic Charities of Southern Nevada continues to be one of the largest private nonprofit social service providers in the state, offering the most comprehensive range of human services. Catholic Charities diverse social service programs are designed to help people from infants to seniors. Catholic Charities strives toward attaining the goal of each individual who is seeking help to gain self-sufficiency and independence with dignity. □□

Smith's is a division of the Kroger Co. (NYSE:KR), one of the nation's largest grocery retailers, operates 133 stores in seven western states including 40 stores in Nevada. Smith's charitable giving, in partnership with 13,000 associates, generous customers and suppliers, totaled \$9 million in cash and food products to local organizations in 2010. Forbes Magazine featured the Chronicle of Philanthropy's recent list, which recognized Kroger as one of the nation's most generous companies, having given away 10.9% of its 2009 pre-tax profits. For more information: www.smithsfoodanddrug.com

Contact: Pat Falvey (702) 215-4723 or Mike Dale (702) 577-0347

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