

MEDIA ALERT

June 30, 2008

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Safeway Selects YWCA Maricopa County For Gas Relief Promotion

WHAT: Safeway has selected the YWCA Maricopa County Home-Delivered Meals program as the recipient of their gas relief promotion. Check presentation to Tina Bronson for \$5,000 for gas relief to benefit the YWCA Maricopa County Home-Delivered Meals program.

WHERE: Safeway Fuel Center at 59th Avenue and Thunderbird
5860 W. Thunderbird, Glendale 85306.

WHEN: **Tuesday, July 1st, 9:30 a.m.**

Who: Susan Mudd Powell, Vice President of Marketing, Safeway
Nikki Daly, Director of Public Affairs, Safeway
Tina Bronson, Director of Development, YWCA Maricopa County
YWCA Home-Delivered Meals Volunteers

MEDIA OPS: *Interview and photo ops with attending representatives from the YWCA Maricopa County and Safeway.

*Interview and photo op with YWCA vans, staff and volunteers

ABOUT: YWCA Maricopa County/Valley West is the provider of Home-Delivered & Congregate Meals Program within the City of Glendale, SAIL (Senior Adult Independent Living), and ALTCS (Arizona Long Term Care Health Services) clients.

Home-Delivered meal clients receive a hot meal five days a week, Monday through Friday, with weekend frozen meals available with a referral from a Case Manager. Dietician approved menus are included in monthly newsletter.

Clients must live in our Care Meals Program service area and need the meal service. We do not discriminate based on sex, age, nationality, and financial or medical condition.

Referrals may be called in Monday – Friday ~ 8:00 a.m. – 3:00 p.m. {preferably after 1:00 p.m.} Clients usually receive meals within two days. We prefer that potential clients apply through SAIL Intake at (602) 264-4357 prior to contacting the YWCA Valley West.

MEDIA: Please contact Audrey Froehlich at WalshCOMM to arrange media opportunities. We will do our best to work with your schedule as time permits. Please call for details.

About YWCA Maricopa County

The YWCA Maricopa County is a 501(c)(3) non-profit organization that has served the Phoenix metropolitan area since 1912. The YWCA improves the quality of community life by promoting racial

justice and economic advancement of women. The YWCA provides essential services to disabled adults, abused and homeless women, children, seniors, as well as those seeking respect in a multicultural community.

The YWCA is the oldest and largest multicultural women's organization worldwide with more than 25 million members in 122 countries, including 2 million members in 300 local associations in the United States.

For more information on Maricopa County's YWCA visit www.ywcaaz.org or call (602)258-0990