

# **PRESS RELEASE**



**EMBARGOED UNTIL NOVEMBER 25, 2009**

**CONTACT:**

**Nevada Network Against Domestic Violence, Tel. 775.828.1115**

Sue Meuschke, Executive Director, [suem@nnadv.org](mailto:suem@nnadv.org)

Elizabeth Stoffel, Training & Technical Assistance Manager, [elizabeths@nnadv.org](mailto:elizabeths@nnadv.org)

## **Jacksons Food Stores partners with Nevada Coalition to fight against domestic violence**

Reno, NV—Domestic violence victims across Nevada will benefit this holiday season from the generosity of Jacksons Food Stores and its customers. On November 25, 2009, Jacksons Food Stores and the Nevada Network Against Domestic Violence (NNADV) will launch a holiday season campaign to raise funds for the Jan Evans Fund, a direct assistance fund that provides acute financial support for victims of domestic abuse.



Through the “Give the Gift of Peace” campaign, customers can purchase a Dove for one dollar. Jacksons CEO, John Jackson, will match those contributions dollar for dollar up to \$25,000. The campaign proceeds collected in Nevada will benefit the Jan Evans Fund, which, in turn, will grant 100% of the monies as direct financial support to victims of domestic violence as they flee abuse and struggle to establish new lives free of violence for themselves and their children.

“Jacksons Food Stores is pleased to assist with this extremely important program to support victims fleeing domestic abuse and establishing new homes free of violence for themselves and their children. In our previous campaigns, customers have responded with great generosity to increase the level of support for victims of domestic violence. We are confident that our customers in Nevada will show similar support” Jackson said.

“John Jackson’s willingness to bring the plight of domestic violence victims to the attention of his customers is tremendously important to our efforts to help domestic violence victims,” says Sue Meuschke, Executive Director of the Nevada Network Against Domestic Violence.

Tax-deductible contributions to the Nevada Network Against Domestic Violence and The Jan Evans Fund can be made by logging on to [www.nnadv.org](http://www.nnadv.org).

**For more information:**

John Jackson, CEO, Jacksons Food Stores 208.888.6061.

Elizabeth Stoffel, Training & Technical Assistance Manager, Nevada Network Against Domestic Violence 775.828.1115

**About NNADV:**

The Nevada Network Against Domestic Violence was founded in 1980 to work toward the elimination of domestic and sexual violence against all persons. As Nevada's statewide coalition, NNADV is an inclusive network which both supports our member programs, and educates the public at large. Our agency is based in Reno, but our member programs span the entire state. Domestic violence programs in the Jacksons Food Stores service area are: Advocates to End Domestic Violence, Tel. 775.883.7654 (Carson & Storey Co.); Domestic Violence Intervention, Tel. 775.423.1313 (Churchill Co.); ALIVE, Tel. 775.463.5843 (Lyon Co.); Committee To Aid Abused Women, Tel. 775.329.4150 and Safe Embrace, Tel. 775.322.3466 (Washoe Co.)

**About Jacksons Food Stores:**

Jacksons Food Stores, Inc., headquartered in Meridian, was founded in Idaho in 1975 as a single service station. It has grown to be a nationally recognized chain of more than 214 stores in four western states. The company has been widely recognized for its support of community and charity projects.

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