

PRESS RELEASE



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CONTACT:

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Jacksons Stores, Nevada Coalition partner to fight domestic violence Make a difference in the lives of victims for just \$1

Reno, NV—Domestic violence victims across Nevada will benefit this holiday season from the generosity of Jacksons Food Stores and its customers. On Nov. 25, 2010, Jacksons Food Stores and the Nevada Network Against Domestic Violence (NNADV) launched a second 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 colorful paper 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 will then grant 100 percent of the monies as direct financial support to domestic violence victims as they flee abuse and work to establish new, violence-free lives for themselves and their children, according to NNADV Executive Director Sue Meuschke.

“John Jackson’s willingness to bring the plight of the abused to the attention of his customers is tremendously important to our efforts to help domestic violence victims,” says Meuschke, who also thanks those who gave generously last year. She notes that every dollar counts by directly assisting victims, especially those in rural areas, to acquire resources such as transportation, and emergency relocation.

Jackson explains that customers have been generous in previous campaigns, and emphasized his support to an “extremely important” program. “In 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 support this year’s effort once again,” Jackson says.

Tax-deductible contributions to the Nevada Network Against Domestic Violence and The Jan Evans Fund can be online at 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, ext. 16

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; Tahoe Women's Services, Tel. 775.775.298.0010; and A 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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About Jan Evans...

Jan Evans was one of Nevada's most beloved and accomplished legislators. As the volunteer lobbyist for NNADV, Jan Evans worked to pass landmark marriage license fee legislation in 1981 to increase funding for victims of domestic violence in Nevada. During her seven terms in the Assembly, Jan fought to protect this funding and also worked tirelessly as a champion for women's and children's issues, even during her struggle with cancer. To those of us at NNADV who were lucky enough to know her, Jan was a friend, an advocate, and a mentor. Jan Evans died from ovarian cancer on April 24, 2000.

Jan Evans Direct Assistance Fund

To commemorate her compassion, courage, and integrity, NNADV inaugurated the Jan Evans Direct Assistance Fund in 2005. The Fund provides direct emergency financial assistance grants of up to \$500 to battered women and their children who are fleeing abusive relationships or attempting to reestablish themselves after leaving such situations.

The Nevada Network Against Domestic Violence (NNADV)...

...is a statewide organization that coordinates quarterly networking meetings, helps provide rural community education, and is active in educating legislators on issues of concern to Nevada families. NNADV also serves as a liaison between domestic violence programs and the state division administering Nevada's Domestic Violence Fund.

NNADV's Purpose...

NNADV's overall purpose is to help Nevada's communities respond creatively and effectively to the needs of victims of domestic violence in Nevada.

Celebrating 30 Years...

During 2010, NNADV is celebrating 30 years of empowering Nevada communities to work on the elimination of domestic violence in our state.



Nevada Network Against Domestic Violence

220 South Rock Blvd. Suite 7
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775-828-1115
800-230-1955 statewide
Fax: 775-828-9911



Nevada Network Against
Domestic Violence

Jan Evans Fund

Emergency Assistance
Directly to Victims of
Domestic Violence



...“This funding is essential in the fight against domestic violence, especially to battered women in rural communities where there are so few resources.”

- An advocate in rural Nevada

Jan Evans Direct Assistance Fund

HOW IT WORKS

To Apply to the Jan Evans Fund

Nevada-based domestic violence programs can apply for funds on behalf of individual battered women and their children. An applying organization must be a non-profit, tax-exempt organization under section 501(c)(3) of the IRS code and must be a member program of the Nevada Network Against Domestic Violence. Call 775-828-1115 or email Elizabeth Stoffel at elizabeths@nnadv.org to request an application form.

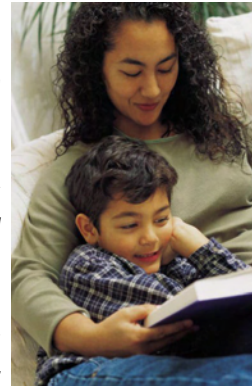


To Contribute to the Jan Evans Direct Assistance Fund

We need your help to continue providing the Jan Evans Fund's valuable resources to victims of domestic violence. Please consider donating to the Jan Evans Direct Assistance Fund.

All donations to the Jan Evans Fund are tax-deductible as allowed by law. No administrative costs are covered by the Jan Evans Fund. 100% of all donations go directly to meet the needs of victims.

"I am sending a follow-up report for the funds to assist a battered woman with her car registration. ...thanks to the Jan Evans Direct Assistance Fund she has been able to remain gainfully employed. She has since moved out of the shelter with her children to a safe location, and reports that she is doing very well. Thank you again for all of your help."



I would like to contribute to the Jan Evans Direct Assistance Fund.

- \$25.00
 \$50.00
 \$100.00
 Other \$_____

Please fill in below:

Name: _____

Mailing Address: _____

City: _____

State: _____ Zip: _____

Telephone: _____

Email: _____

Please mail this donation coupon and check (payable to NNADV) to the:

Nevada Network Against Domestic Violence
220 S. Rock Blvd. Suite 7
Reno NV 89502

You can also donate online at www.nnadv.org.
THANK YOU!

Nevada Network Against Domestic Violence

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800-230-1955 statewide