

PRESS RELEASE



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Jacksons Stores, Nevada Coalition partner to fight domestic violence Nevada raises \$11,840 with matching funds

Reno, NV—Domestic violence victims across Nevada benefitted this recent holiday season from the generosity of Jacksons Food Stores and its customers.

Jacksons Food Stores and the Nevada Network Against Domestic Violence (NNADV) launched their annual “Give the Gift of Peace” Campaign last November to raise money for the Jan Evans Fund, a direct assistance fund providing acute financial support for victims of domestic abuse. With customers purchasing paper doves for one dollar and Jacksons CEO John Jackson matching contributions dollar for dollar, the total contribution came to \$11,840. Employees at the Jackson’s Food Store, located at 500 S. Meadows Parkway in Reno, Nevada sold the most Doves at over 700.



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. Every dollar directly assists victims, especially those in rural areas, to acquire resources such as transportation, and emergency relocation.

“John Jackson’s support and his willingness to bring the needs of domestic violence victims to the attention of his customers is tremendously important to the NNADV’s efforts to help domestic violence victims throughout our state,” says NNADV Executive Director Sue Meuschke. “It is very encouraging to see that our community participates for a much needed cause, year after year.”

Despite the economic down turn, our customers have generously responded to increase the level of support for Nevada victims of domestic violence, says John Jackson, who was pleased to

assist again this year with a crucial program to prevent domestic and dating violence through community awareness.

Jackson also matched dollar for dollar contributions in Oregon, Washington and Idaho. All proceeds will go toward coalitions against domestic violence in the respective states.

Tax-deductible contributions to the Nevada Network Against Domestic Violence and The Jan Evans Fund can be made online at www.nnadv.org.

For more information:

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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. The company is the 6th largest privately held corporation in Idaho, and has been widely recognized for its support of community and charity projects for local businesses and organizations. Please check out www.jacksonsfoodstores.com for more information on other not-for-profit organizations Jacksons Food Stores is involved with.