



PRESS RELEASE



November 23, 2011

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Jacksons Food Stores and Nevada Network Partner to Fight Domestic Violence

Make a difference in the lives of victims for just \$1

Reno, NV—On Thanksgiving Day, Jacksons Food Stores and the Nevada Network Against Domestic Violence will launch the “Give the Gift of Peace” campaign, a holiday season campaign that runs through December 31st to raise funds for the prevention of domestic violence through community awareness. At the end of the campaign, Jacksons Chief Executive Officer John Jackson will match Jacksons Food Stores customers’ contributions dollar for dollar with all the proceeds going to the Nevada Network Against Domestic Violence.

Since 2003, customers have contributed to the campaign by purchasing a paper dove for one dollar at Jacksons Food Stores. In the 2010 campaign, Nevada Jacksons Food Stores customers contributed over \$5,000, resulting in over \$10,000 in donations, including Jacksons dollar for dollar match contribution.

“We ask our customers to join us in the cause toward ending and preventing violence in our communities during the ‘Give the Gift of Peace’ campaign,” said Jackson. “Together we have the power to make a difference in the lives of those affected by domestic violence.”

“John Jackson’s willingness to bring the attention of his customers to the daily struggles of the abused working toward a violence-free life is tremendously important to our efforts to help domestic violence victims,” says NNADV Executive Director Sue 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.

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

For more information:

John Jackson, CEO, Jacksons Food Stores 208.888.6061.

Elizabeth Stoffel, Program 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 Safe Alliance, 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. Jacksons Food Stores in Idaho, Nevada, Washington, and Oregon will participate in the campaign. For more information on the charity projects Jacksons Food Stores support, visit www.jacksonsfoodstores.com.

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