Jacksons Food Stores Join Nevada Fight Against Domestic Violence

(Reno, NV)— On November 23rd, 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 25th to raise funds for the prevention of domestic violence. This is the 13th year anniversary of the campaign throughout the Northwest. This campaign is important for community awareness and legislative efforts to ensure funding priorities for domestic violence victims. Contributions can be made in increments of $1, $5, or $10. At the end of the campaign, Jacksons Chief Executive Officer, John Jackson, will match Jacksons Food Stores customer contributions dollar for dollar up to $75,000 with all the proceeds going to the Nevada Network Against Domestic Violence.

Since 2008, customers have contributed to the campaign by purchasing paper doves at Jacksons Food Stores. During the 2015 campaign, Nevada Jacksons Food Stores customers contributed over $11,000, resulting in over $22,000 in donations, including Jacksons dollar for dollar match contribution.

Jacksons Food Stores in Washington, Oregon, Arizona, Idaho, and Utah will also participate in the campaign, and proceeds will go toward coalitions against domestic violence in respective states. Since the inception of the “Give the Gift of Peace” campaign, over $1,200,000 has been raised to help end violence against women and children and assist individuals who have experienced domestic violence.

Tax-deductible contributions to the Nevada Network Against Domestic Violence can be made online at www.nnadv.org.
For media inquiries, contact Sue Meuschke at 775.828.1115 x 11 or suem@nnadv.org or Katrina Lemmon from Jacksons Food Stores at 208.888.3585 or Katrina.lemmon@jacksons.com

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 (Washoe Co.); Tahoe Safe Alliance, Tel. 775.298.0010 (Washoe Co.); and Safe Embrace, Tel. 775.322.3466 (Washoe Co.).

About Jacksons Food Stores:
Jacksons Food Stores, Inc. headquartered in Meridian, Idaho, was founded in Caldwell, Idaho in 1975 as a single service station. Jacksons has grown to be a nationally recognized chain of over 200 Chevron/Texaco/Shell branded convenience stores in 6 western states. For more information about Jacksons please go to Jacksons.com

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