



**FOR IMMEDIATE RELEASE**

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## **Jacksons Food Stores Join Nevada Fight Against Domestic Violence**

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 25<sup>th</sup> to raise funds for the prevention of domestic violence. This is the 10<sup>th</sup> 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.

“We appreciate Jacksons customer support for the past 9 years in the cause toward preventing and ending domestic violence in our communities,” said Jackson. “Together, we have made a difference. Let’s continue the effort with the 10<sup>th</sup> annual ‘Give the Gift of Peace’ campaign.”

Since 2008, customers have contributed to the campaign by purchasing paper doves at Jacksons Food Stores. During the 2012 campaign, Nevada Jacksons Food Stores customers contributed over \$10,000, resulting in over \$20,000 in donations, including Jacksons dollar for dollar match contribution.

Jacksons Food Stores in Washington, Oregon and Idaho 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 \$600,000 has been raised to help end violence against women and girls and assist individuals who have experienced domestic violence.

“John Jackson’s willingness to bring the attention of his customers to the daily struggles of victims and survivors working toward a violence-free life is tremendously important to our efforts to raise

awareness,” says NNADV Executive Director Sue Meuschke, who also thanks those who gave generously last year.

Tax-deductible contributions to the Nevada Network Against Domestic Violence can be made online at [www.nnadv.org](http://www.nnadv.org).

For media inquiries, contact Sue Meuschke at 775.828.1115 x 11 or [suem@nnadv.org](mailto:suem@nnadv.org) or Katrina Lemmon from Jacksons Food Stores at 208.888.3585 or [Katrina.lemmon@jacksons.com](mailto: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, was founded in Idaho in 1975 as a single service station. It has grown to be a nationally recognized chain of more than 200 stores in four western states. The company is the 3<sup>rd</sup> largest privately held corporation in Idaho, and has been widely recognized for its support of community and charity projects for local businesses and organizations. For more information on the charity projects Jacksons Food Stores supports, visit [www.jacksons.com](http://www.jacksons.com).

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