



PRESS RELEASE
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Shaw's & Providence Bruins Team-Up for the Mac & Cheese Challenge to Help the Rhode Island Community Food Bank

Shaw's Will Donate \$1 for Each Box of Shaw's Mac & Cheese Collected, Up to a Total of \$5,000

PROVIDENCE, R.I. Shaw's Supermarkets and the Providence Bruins announced in a press conference on Tuesday that they are partnering together to help the Rhode Island Community Food Bank by hosting Rhode Island's largest known collection of macaroni and cheese, the Shaw's Mac & Cheese Challenge. "The drive will be held at the Dunkin' Donuts Center during four P-Bruins home games on Friday, March 26th, Sunday, March 28th, Friday, April 2nd and Friday, April 9th.

Shaw's and the Providence Bruins are asking fans to bring boxes of macaroni and cheese, a most-needed item of the Food Bank, to one of the team's last four home games. On your way into the game Shaw's volunteers and player's wives and girlfriends will be collecting the boxes of macaroni and cheese for donation to the Rhode Island Community Food Bank.

"We're excited to partner with the Providence Bruins for the Mac & Cheese Challenge," said Shaw's Community Relations Manager, Rick Tremblay. "At Shaw's, hunger relief is core to our charitable mission, and we are proud of our long-standing relationship with the Rhode Island Community Food Bank."

Additionally, Shaw's volunteers and player's wives and girlfriends will be collecting monetary donations, which they will use to buy boxes of Shaw's Mac & Cheese to donate to the Food Bank. Shaw's will donate \$1 for every box of Shaw's Mac & Cheese collected at the four games up to \$5,000.

"At the Food Bank, we are seeing more Rhode Islanders, particularly families with children, going to food pantries for help in putting a meal on the table," states Andrew Schiff, Chief Executive Officer of the Rhode Island Community Food Bank. "The partnership between Shaw's Supermarkets and the Providence Bruins to collect boxes of macaroni and cheese, a most-needed item at the Food Bank, will directly help our struggling neighbors. And, the generosity of Shaw's to donate one dollar for each box of their brand that is collected, up to \$5,000, will further maximize the impact this effort will have on families in need."

The P-Bruins mascot, Samboni, will also be visiting 18 local Shaw's over the next three weeks to spread the word about the Shaw's Mac & Cheese Challenge. Boxes of Shaw's Mac & Cheese will be available for purchase for only 59 cents a box with a Shaw's Card.

A box of macaroni and cheese is a meal in itself. It has the basic building blocks of a wholesome meal and it's so easy to make, even kids can do it. Macaroni and cheese is a staple item at the Rhode Island Community Food Bank.

The Rhode Island Community Food Bank is a non-profit organization located in Providence, RI. The Food Bank solicits, stores and distributes food products donated by supermarkets, wholesalers, food processors, local farmers and community food drives. The food is then distributed to the Food Bank's network of more than 300 member agency programs. In the past fiscal year, the Food Bank distributed 9.5 million pounds of food. For more information about the Food Bank, please visit www.rifoodbank.org

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