

# ***MEDIA RELEASE***

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**FOR IMMEDIATE RELEASE**

## **WEGMANS LAUNCHES CHECKOUT CAMPAIGN FOR UNITED WAY**

***Giving will be as easy as paying for groceries***

**Buffalo, NY** – Wegmans and local United Ways are teaming up together to raise funds for local health and human services, and giving will be as easy as going grocery shopping.

Between September 11 and October 2, Wegmans shoppers in Erie, Niagara and Southern Chautauqua Counties in New York and in Erie, Pennsylvania will be able to make a donation to their local United Way as they pay for their groceries simply by telling their cashier they wish to donate \$2, \$3, \$5, or any other amount.

The campaign starts with a Call to Action kickoff at all Wegmans locations on September 11, 2010, from 11AM until 3PM. United Way and Wegmans staff will be on hand with information about United Way, as well as activities, games, and samples of and coupons for Wegmans Ultimate Cakes.

Ann McCarthy, consumer affairs manager for Wegmans Buffalo division, says that this campaign is an extension of Wegmans' corporate commitment to the community. "Partnering with United Way is natural for us – we want to make a difference wherever we have a presence, and we know that United Way is doing that work every day. We also try to make it easy for our customers to lend a hand, and a checkout campaign provides a quick, simple way for people to offer their support."

Michael Weiner, United Way president, expressed gratitude for Wegmans' corporate citizenship, especially during difficult economic times. "There is more need in the community than ever before, and United Way's work in the areas of Education, Income and Health and Wellness is important in improving the quality of life in our community. The support of our friends at Wegmans is truly extraordinary – not only do they run an outstanding workplace Campaign, they are always looking for ways their customers can share their generous spirit."

Wegmans is a major corporate contributor in communities where stores are located. Giving is focused in these five areas: food for the needy; strengthening neighborhoods; helping young people succeed; healthy eating and activity; and support for the United Way as an effective way to fund programs that make a difference.

The United Way of Buffalo & Erie County brings people, institutions and resources together to improve community well being. The 2010 Campaign is currently underway; for more information visit [www.uwbec.org](http://www.uwbec.org).