

November 24, 2008

Press Release

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**For Immediate Release: Gowrie launches corporate challenge to raise \$60,000 for the Shoreline Soup Kitchens & Pantries**

This year marks the 5th annual Gowrie, Barden & Brett corporate challenge to benefit The Shoreline Soup Kitchens & Pantries. The leadership team and employees at Gowrie make it a goal to give back to the shoreline community in a meaningful way. Gowrie feels the Soup Kitchen's mission of providing food and fellowship to people in need, along with their focus on educating our communities about hunger and poverty, feels particularly critical today.

The focus of our annual corporate challenge, which runs from November 15th through December 31st, is to raise much needed money for the Shoreline Soup Kitchens & Pantries (SSKP). Gowrie matches all donations dollar for dollar up to \$25,000. The L.C. Doane Company joined as a corporate sponsor this year, and they have committed to match dollar for dollar any funds raised over \$25,000, up to an additional \$5,000. Between the two companies and generous donations of other local companies, we can raise \$60,000 for the SSKP. At a rate of 4 meals for each \$1, this will provide 240,000 meals.

To compliment our financial support, in the month of December employees and families of Gowrie will be donating their time as volunteers at the SSKP. Employees will be working at the food distribution sites and helping cook meals for the heat-n-eat program. We will be concentrating our volunteer time in the first two weeks of December, when the SSKP typically sees a lull in support between the major holidays.

Demand for meals has increased 38% in 2008 so far, and the SSKP expects this number to continue to rise given the economic environment. Gowrie and its employees believe strongly in the need to support the SSKP and our community at this time. All the funds raised through the Gowrie corporate matching challenge will be used to purchase and provide healthy meals for those in need in our community.

**Donations can be sent directly to:**

Shoreline Soup Kitchens & Pantries

Att: Gowrie Corporate Challenge

P.O. Box 804

Essex, Connecticut 06426

**The Shoreline Soup Kitchens & Pantries**

Since 1989, providing food and fellowship to those in need in the towns of Chester, Clinton, Deep River, East Lyme, Essex, Killingworth, Lyme, Madison, Old Lyme, Old Saybrook, and Westbrook.

[www.shorelinesoupkitchens.org](http://www.shorelinesoupkitchens.org)

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