Annual Black Friday Benefit Concert at The Kate on November 29th to support The Shoreline Soup Kitchens & Pantries

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The Annual Black Friday Benefit Concert will take place on Friday, November 29th at 8pm at The Katharine Hepburn Cultural Arts Center.

With an emphasis on melody, lyricism and harmony, The Meadows Brothers, Ebin-Rose Trio, Moving Target, Hugh Birdsall, Lauren Agnelli & Friends, and Carter Gowrie & Friends will gather to play for this special concert at The Kate to raise funds for The Shoreline Soup Kitchen & Pantries. All ticket and CD proceeds will be matched dollar-for-dollar by the Gowrie Group Challenge which directly benefits the Shoreline Soup Kitchen & Pantries.

Carter Gowrie, Gowrie Group’s CEO, “This is one of my favorite nights of the year. I get to play music with some of my favorite musicians at my favorite venue, The Kate. And the best part is, for a $25 ticket you not only get to enjoy great music, but Gowrie Group also matches each ticket purchase with an additional $25 donation to the Shoreline Soup Kitchen. That $50 buys 150 meals for the Shoreline Soup Kitchen to serve to local people in need. Please buy a ticket and join us for some fun music!”

Brett Elliott, Executive Director of The Kate, shared “While celebrating our 10th anniversary, the Kate reflects on the traditions that have come to be part of our rich history. The Annual Black Friday Benefit Concert in support of the Shoreline Soup Kitchen & Pantries is one such tradition, and we’re delighted to bring together our mission of presenting quality entertainment on our stage together with local and timely support of one of the most impactful service organizations on the Shoreline. It’s a very special and impactful night and we’re always delighted to be able to host this meaningful fundraiser.”

The Annual Black Friday Benefit Concert is an important component of the Annual Gowrie Group Challenge which launched on November 1st and runs through December 31st. Through the Gowrie Group Challenge, Gowrie challenges their local community of businesses and friends to team together to raise money to benefit The Shoreline Soup Kitchens & Pantries (SSKP). This year, Gowrie Group has set an ambitious goal of raising $175,000 for the SSKP. Since the Gowrie Challenge began in 2004, more than $1,650,000 has been raised to benefit the SSKP.

Gowrie Group launched this year’s Challenge with a $30,000 matching gift. Five local companies have stepped forward as Partner Sponsors: LC Doane Company, Tower Labs, BrandTech, Lenny & Joe’s Fish
Together, the partner sponsors provide an additional $25,000 in matching funds.

Whitney Peterson, Gowrie Group’s SVP of Marketing, shared, “Supporting the Gowrie Group Challenge and attending the Annual Black Friday Benefit Concert are powerful, direct ways people in our community can help end hunger along the Connecticut shoreline.” Hunger is real in our communities. Last year, the SSKP distributed over one million meals through five pantries and nine hot meal sites to people in need. Over 8,000 of our neighbors in need registered at their food pantries last year. The 2018 ALICE Report** showed that more than 400,000 Connecticut households have earnings above the Federal Poverty Level but below a basic cost-of-living threshold.

JOIN THE GOWRIE CHALLENGE NOW - HOW YOU CAN HELP:

1. **Attend the Black Friday Benefit Concert at The Kate:** Friday, November 29th at 8PM at The Katharine Hepburn Cultural Arts Center. Tickets are $25** and are available online at [www.thekate.org](http://www.thekate.org), or by calling the Box Office at 860.510.0453 (Proceeds benefit the Gowrie Challenge).

2. **Donate to the Gowrie Annual Challenge:** Donations can be made online at [SSKP.org](http://SSKP.org) (designate “Gowrie Challenge”), or by mail to The Shoreline Soup Kitchens & Pantries, Attn: Gowrie Group Challenge, P.O. Box 804, Essex, Connecticut, 06426.

3. **Attend the Dancing to End Hunger Performance, Ahavah - Story of Christmas:** December 7th & 8th at The Morgan School in Clinton (Proceeds benefit the Gowrie Challenge).

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* Black Friday Benefit Ticket prices are $25 plus box office fees.

** The Middlesex United Way’s 2018 ALICE Report. ALICE, which stands for Asset Limited Income Constrained Employed, is defined as individuals or families who have earnings above the federal poverty level, but below a basic cost-of-living threshold.