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Gowrie Group launches corporate challenge to raise \$70,000 for the Shoreline Soup Kitchens & Pantries

Westbrook, Connecticut: The leadership team and employees at Gowrie Group, Connecticut's largest and most prestigious independent insurance agency, are committed to giving back to the shoreline community in a meaningful way. That is why today Gowrie Group is launching its **7th annual Gowrie Group Corporate Challenge to benefit The Shoreline Soup Kitchens & Pantries (SSKP)**.

How the challenge works: **Gowrie Group, the presenting and founding sponsor, matches the first \$25,000 in donations** to the Gowrie Group Corporate Challenge, resulting in \$50,000 in funding for the Soup Kitchen. Our two generous **lead sponsors, LC Doane Company and The Safety Zone**, each are matching the next \$5,000, bringing the matching amount to a full \$35,000. Between Gowrie Group, our two lead sponsors, and the generous donations of other local companies, **we can raise more than \$70,000, which will provide nearly 300,000 meals!**

The **2010 Gowrie Group Corporate Challenge runs from November 15th through December 31st**. The support from Gowrie Group clients and other local companies over the years has been extremely generous and greatly appreciated. In 2009, the Gowrie Challenge raised an amazing \$70,760 for the SSKP. Every donation is meaningful when you consider that the SSKP can provide 1 meal for 25¢, 4 meals for a \$1, and feed 10 children for a full year for \$1000.

To compliment Gowrie Group's financial support and align with the goal of giving back to the community, **Gowrie Group employees also donate their time as volunteers at the SSKP** throughout the year. Employees can be found helping out at the food distribution sites, spending time planting and harvesting from the SSKP's garden, and also providing leadership guidance to the organization. In July of this year, when the SSKP typically sees a lull in support, Gowrie employees prepared and served lunch to the community in need at the Old Saybrook soup kitchen. Coming up in December, Gowrie employees are running a SSKP canned food drive at their office locations in Westbrook, Darien, Newport, and New Hampshire.

While this past year has certainly been challenging for all, it has been particularly hard on families in need, and those families that have had to turn to the food pantries for the first time in the lives. **All the funds raised through the Gowrie Group Corporate Challenge will be used to purchase and provide healthy meals for those in need in our community.**

Donations can be made online or by mail:

Online at: www.shorelinesoupkitchens.org

Click the DONATE button, and select "Gowrie Corporate Challenge" in the Campaign field.

Mailed to: The Shoreline Soup Kitchens & Pantries

Attn: Gowrie Group Corporate Challenge

P.O. Box 804

Essex, Connecticut 06426

Gowrie Group provides insurance, benefits, and financial services to individuals and businesses throughout the US, and specializes in customized business, home, auto, and marine insurance products and services. For more information about Gowrie Group visit www.gowrie.com or 800.262.8911.

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

*Thank you to **The Harbor News** for providing the complimentary advertising to promote the challenge.*