



Gowrie Group launches challenge to raise \$115,000 to benefit the Shoreline Soup Kitchens & Pantries

FOR IMMEDIATE RELEASE.

November 15, 2012. Westbrook, CT.

Giving back to the surrounding shoreline community in a meaningful way each year is Gowrie Group's most important outreach initiative. Since 2003, Gowrie Group has focused its charitable giving on supporting The Shoreline Soup Kitchens & Pantries (SSKP). The SSKP's mission is to provide food and fellowship to neighbors in need who reside in Essex, Chester, Clinton, Madison, Old Saybrook, East Lyme, Lyme, Old Lyme, Killingworth, Westbrook, and Deep River.

The need for food in the Connecticut shoreline area is real, and the demand more so this year than ever. The severe impact from Hurricane Sandy on the shoreline communities has made the SSKP's food services necessary for many families for the first time. Looking back to last year, the SSKP distributed nearly 1 million meals.

To help the Shoreline Soup Kitchens & Pantries meet the increasing and ever present demand for food services, today Gowrie Group is launching its **9th annual matching challenge to benefit the SSKP. Gowrie Group is matching, dollar for dollar, the first \$25,000 in donations.** The next \$27,500 in donations will be matched by our partner sponsors: Bell Power Systems, LC Doane, Safety Zone, Andre Prost, and Tower Labs. Between Gowrie Group, our five partner sponsors, and generous donations from local companies and friends, **we hope to meet and exceed our ambitious goal of raising \$115,000.**

The first Gowrie Challenge in 2004 raised \$47,000. In 2011, the challenge raised a record \$113,000. **In total, Gowrie Group has raised almost \$600,000 to benefit the Shoreline Soup Kitchen.** This translates to providing almost 2 million meals.

Throughout the year, Gowrie Group and its employees donate their time and services to the SSKP in many ways. Each summer, Gowrie employees prepare and serve a BBQ lunch at the SSKP's Old Saybrook soup kitchen location. In early December, Gowrie hosts a canned food drive at all their office locations – Westbrook CT, Darien CT, Newport RI, North Kingstown RI, and New Hampshire. Many employees and their families also help out regularly at the SSKP's food distribution and meal locations.

The 2012 Gowrie Group Challenge runs from November 15th through December 31st. All the funds raised through the Gowrie Group Challenge will be used to purchase and provide healthy meals for those in need.

Donations can be made online or by mail:

By Check/Mail	Online by Credit Card
The Shoreline Soup Kitchens & Pantries Attn: Gowrie Group Corporate Challenge P.O. Box 804 Essex, Connecticut 06426	www.shorelinesoupkitchens.org Click "DONATE" Select "Gowrie Challenge"

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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