

## Gowrie Group Launches 10<sup>th</sup> Annual Fundraising Challenge to Raise \$120,000 to Benefit the Shoreline Soup Kitchens & Pantries

**FOR IMMEDIATE RELEASE. November 15, 2013. Westbrook, CT**

Giving back to the Connecticut shoreline community in a significant way each year is Gowrie Group's most important outreach initiative. For the past 10 years, since 2004, 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.

Hunger is real along our shoreline. More than 14% of Connecticut households report not having enough money to buy food and 9% of residents live at or below the poverty level. To meet this need for food services, the Shoreline Soup Kitchens & Pantries is on track to provide 915,000 meals. With increasing demand and the cost for the SSKP to provide meals up 40% this year, the SSKP needs help now more than ever before.

In response to this need, **Gowrie Group is launching their 10<sup>th</sup> annual matching challenge with a \$25,000 donation to the Shoreline Soup Kitchens & Pantries.** Four local companies - LC Doane Company, The Safety Zone, Tower Labs, and Andre Prost - have signed on as Partner Sponsors and are donating an additional \$22,500 in matching funds.

This year, Gowrie Group is challenging the community of local businesses and friends to help them meet their largest goal ever - raising \$120,000. The first Gowrie Challenge in 2004 raised \$47,000 for the SSKP. In 2012, the challenge raised a record \$119,000.

Carter Gowrie, CEO of Gowrie Group said *"We are extremely proud that over the past 9 years we have raised nearly three-quarters of a million dollars [\$715,000] to benefit the Shoreline Soup Kitchens. That equates to providing more than 2 million meals to our neighbors in need of food services. We greatly appreciate the donations made by so many of our clients and friends each and every year. I look forward to this year, our 10th year, being the most successful challenge ever."*

Throughout the year, Gowrie Group and its employees donate time and services to the SSKP in many ways. Each summer, Gowrie employees prepare and serve a BBQ lunch at the Old Saybrook Soup Kitchen location. Before the holidays, Gowrie employees work together to host canned food drives at all office locations - Westbrook CT, Darien CT, Newport RI, North Kingstown RI, Marshfield, MA, and Manchester, NH. Employees and their families also help out regularly at the SSKP's many food pantries and meal locations.

The 2013 Gowrie Group Challenge runs from November 15<sup>th</sup> through December 31<sup>st</sup>. All funds raised will be used to purchase and provide healthy meals for those in need.

Donate by Check/Mail	Donate Online by Credit Card
The Shoreline Soup Kitchens & Pantries Attn: Gowrie Group Challenge P.O. Box 804 Essex, Connecticut 06426	<a href="http://www.shorelinesoupkitchens.org">www.shorelinesoupkitchens.org</a> Click "DONATE" Select "Gowrie Challenge"

**Gowrie Group. Always on Watch.** As one of the nation's Top 100 independent insurance agencies, Gowrie Group provides total risk management services to individuals and organizations with complex insurance needs. Gowrie Group offers comprehensive insurance solutions matched with trusted advice and a commitment to service excellence. Gowrie Group's portfolio of offerings includes commercial, home/auto, equine, and yacht insurance, as well as employee benefits solutions and safety services. The company's 140+ professionals service clients across the US from offices in Westbrook CT, Darien CT, Newport RI, North Kingstown RI, and Marshfield, MA. For more information visit [www.gowrie.com](http://www.gowrie.com) or call 800.262.8911.