



Gowrie Group

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**Gowrie Group Challenge raises an amazing
\$113,351 to benefit
The Shoreline Soup Kitchens & Pantries**

FOR IMMEDIATE RELEASE, January 23, 2012, Westbrook, Connecticut

Gowrie Group, Connecticut's largest and most prestigious independent insurance agency is excited to announce that **our 2011 Gowrie Group Challenge to benefit the Shoreline Soup Kitchens & Pantries received record local support and raised an amazing \$113,351.**

The history of the Gowrie Group Challenge dates back to 2004 when Gowrie looked for a local non-profit that would enable the company to give back to the shoreline in a meaningful way. The company selected the Shoreline Soup Kitchen & Pantries (SSKP) because there is nothing more fundamental than the need for food among our neighbors. Since 2004, the demand for charitable food services along our shoreline has grown significantly each and every year. In 2011, the SSKP served more than double the amount of meals that it provided just five years ago.

The challenge runs each year from November 15th to December 31st. The first year of the Gowrie challenge, in 2004, we raised \$47,000 to benefit the SSKP. This year we raised \$113,351 from 350 businesses and friends; which is a 5% increase in donation dollars and a 16% increase in number of donors over the 2010 results. **In total, Gowrie Group has raised almost \$600,000 to benefit the Shoreline Soup Kitchens & Pantries.** This translates to providing nearly 2 million meals to people along our shoreline.

Gowrie Group's annual Soup Kitchen fundraising challenge is a matching campaign, with Gowrie matching the first \$25,000 in donations. As the total donation amount grew each year, Gowrie Group added partner sponsors to increase the matching level. This year, the next \$17,500 in donations was matched by our partner sponsors: LC Doane, Safety Zone, Andre Prost, and Tower Labs.

Patty Dowling, Director of SSKP said, "The needs of our neighbors and community have never been greater; in 2011 we served 5,167 people from our 11 town service area. SSKP operates in a community that absolutely believes that feeding their neighbors is a critical priority. Not only does our community believe this, they make it happen. For this I am so grateful. I know I can speak for those we serve when I say thank you to Gowrie Group, our partner sponsors, and the donors - all who make our work possible, in large ways and small, in known ways and in quiet ways. And for all of that we are so thankful."

Carter Gowrie, Chairman and CEO of Gowrie Group commented, "All of us at Gowrie Group are grateful for the generous donations from the hundreds of repeat and new donors who contributed to our challenge. We are proud to be part of such an engaged and thoughtful shoreline community that enables us to support the SSKP in such a significant way each year."

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