



**Gowrie Group
launches challenge to raise \$100,000 to benefit the
Shoreline Soup Kitchens & Pantries**

November 15, 2011. Westbrook, CT. 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 **8th annual Gowrie Group Challenge to benefit The Shoreline Soup Kitchens & Pantries (SSKP).**

The SSKP's mission is to provide food and fellowship to people in need along the shoreline. In 2011, the SSKP is on track to serve **more than double the amount of meals that it provided just five years ago in 2006.** More than ever before, too many of our own neighbors are the people in need.

The challenge this year is once again a matching challenge. **Gowrie Group is matching, dollar for dollar, the first \$25,000 in donations.** The next \$17,500 in donations will be matched by our partner sponsors: LC Doane, Safety Zone, Andre Prost, and Tower Labs. Between Gowrie Group, our four partner sponsors, and generous donations from local companies and friends, we hope to meet and exceed our ambitious goal of raising \$100,000.

Over the course of the seven years that Gowrie Group has sponsored this challenge it has grown every year. The first year, in 2004, we raised \$47,000. Last year we raised a record \$108,400. **In total, Gowrie Group has raised \$480,500 to benefit the Shoreline Soup Kitchen. This translates to providing almost 2 million meals.** A successful 2011 campaign will bring us well over a half-a-million dollars.

In addition to this annual fundraising challenge for the SSKP, Gowrie Group and its employees donate their time and services to the SSKP in many other ways throughout the year. Gowrie employees also help out at food distribution sites, hot meal locations, and serve on the SSKP board. In July of this year, when the SSKP typically sees a lull in support, Gowrie employees prepared and served a BBQ lunch to the community in need at the Old Saybrook soup kitchen. In early December of this year, Gowrie employees are hosting a canned food drive at all their office locations – Westbrook, Darien, Newport, and New Hampshire.

The 2011 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 in our community.

Donations can be made online or by mail:

Online by credit card or Paypal	By Check/Mail
www.shorelinesoupkitchens.org Click "DONATE" Select "Gowrie Challenge"	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 our media sponsor: **The Harbor News***