



**United Way of
Indian River County**

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For Immediate Release

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Media Release

Good for you: Publix Super Market Charities Donates \$109,000 In matching gifts to United Way of Indian River County

Vero Beach, FL: The United Way of Indian River County received a \$109,000 contribution from Publix Super Markets Charities as its corporate match for employee giving – making the total donated by Publix employees and the charity \$248,225.66. The donation was the 2nd biggest donation received to date by the United Way of Indian River County, the first being a \$115,000 donation from Publix Supermarkets Charities in 2007.

“The enthusiasm for giving by Publix employees and the deep commitment to community at all levels of the organization is truly unmatched,” said United Way of Indian River County CEO Michael Kint, “with Publix their dedication produces real tangible results in our community.” According to Anne Hendricks, media and community relations manager for Publix’s Miami division, which includes stores from Key West to Roseland (just north of Vero Beach), “It’s one thing to just write a check. Our founder believed in being involved in the community. You have to be active in the community to fully appreciate where you’ve come from, where you are, where you’re going and who you’re serving.”

Founded in 1961, the United Way of Indian River County works with 31 local agencies providing essential resources for over 42 health and human service programs. The United Way recently concluded a very successful fundraising campaign, raising over \$2,332,000 in resources for local community groups, agencies and the clients they serve. The contributions from Publix employees and Publix Super Markets Foundation made up almost 10% of that total, coming in at \$248,225.

“Their sincere commitment, diligence and follow-through are second to none,” said United Way Director of Workplace and Corporate Giving Jennifer Jones, “They truly believe in giving back to the communities within which they operate, as is evidenced by the fact that they are the #1 United Way

supporter in almost every community in the entire state of Florida.” In 2008, Publix raised \$20.8 million for United Way nationally. When matched with the \$15.6 million from Publix Super Markets Charities, the total contribution was over \$36.4 million.

Publix Super Market employees and Publix Charities have contributed \$1,528,791 over the course of the past 10 years to the United Way of Indian River County, making them the only company that has reached the \$1.5 million mark.

United Way CEO Michael Kint and Jennifer Jones, Director of Workplace & Corporate Giving Receive a check of \$109,000 from Publix District Manager Jeff Copeland for the Publix Super Markets Charities Matching Gift.