



San Diego Food Bank – Media Advisory

Contact: Chris Carter
619-857-2314
ccarter@sandiegofoodbank.org
www.sandiegofoodbank.org

Carlos Illingworth
(626) 367-0786
carlos.illingworth@safeway.com
www.vons.com

All 57 San Diego County Vons supermarkets to host “Super Saturday” Food Drive March 7

What: All 57 San Diego County Vons supermarkets will host a one-day “Super Saturday” Food Drive to help the San Diego Food Bank which has seen a dramatic decrease in food donations and rise in demand following the recent holiday season.

The food drive was initiated and is being coordinated by Vons employees – folks who work every day in local grocery stores and recognized the need to provide hunger relief to fellow San Diegans. Three “store districts” within the county: North, Central and South, each with 19 stores, will hold a friendly competition to collect the most food for the Food Bank.

When: Saturday, March 7

Where: All 57 San Diego County VONS supermarkets. (See full list below.) Members of the media are invited to visit three “lead” stores where spokesmen will be available throughout the day:

- North County: Vons, 1000 West El Norte Pkwy., Escondido, 92027 (Mgr. Mike Rupp)
- Central County: Vons, 3550 Murphy Canyon Rd., San Diego, 92123 (Mgr. April Bright)
- South County: Vons, 8011 University Ave., La Mesa, 91941 (Mgr. Mike Armstrong)

Why: The San Diego Food Bank’s donations have declined following the holiday season. From December 2008 to February 2009 the Food Bank’s donations dropped by 49% while the Food Bank is feeding more people than ever.

Interviewees/ photo opportunities:

- San Diego Food Bank volunteers with red food drive barrels.
- District managers talking about the “friendly” district wide competition.
- Cashiers with most needed item food baskets at check outs.
- San Diego Food Bank trucks picking up donations.
- Shoppers donating food in the Food Bank’s famous red barrels.

Editors Notes:

PUBLIC SERVICE ANNOUNCEMENTS:

30 SECONDS

THE ECONOMIC CRISIS IS FORCING TENS OF THOUSANDS OF FAMILIES TO TURN TO THE SAN DIEGO FOOD BANK FOR HELP EVERY WEEK. THIS WEEKEND, VONS IS RUNNING A ONE-DAY “SUPER SATURDAY” FOOD DRIVE. VISIT YOUR LOCAL VONS STORE AND DONATE NON-PERISHABLE CANNED FOOD TO HELP FAMILIES IN NEED. EVERY CAN COLLECTED WILL MEAN A SAN DIEGAN WON’T HAVE TO GO TO BED HUNGRY. PLEASE HELP US FIGHT HUNGER AT VONS THIS SATURDAY.

15 SECONDS:

THE SAN DIEGO FOOD BANK NEEDS YOUR HELP FEEDING FAMILIES AFFECTED BY THE ECONOMIC CRISIS. THIS SATURDAY, VISIT YOUR LOCAL VONS STORE AND DONATE NON-PERISHABLE FOOD DURING THE “SUPER SATURDAY” FOOD DRIVE. FOR MORE INFORMATION VISIT: SANDIEGOFODBANK.ORG

The full list of participating VONS locations include:

| DISTRICT 56: “North District” | | | DISTRICT MANAGER — Melinda Terrian 760-630-8840 | | |
|--------------------------------------|--------------|-------------------|--|----------------|------------|
| STR | PHONE | MANAGER | ADDRESS | CITY | ZIP |
| 1797** | 523-1842 | STEVE FORCUCCI | 4627 CARMEL MOUNTAIN RD | SAN DIEGO | 92130 |
| 2049* | 741-0928 | DAN AGOSTINI | 330 W. EL NORTE PAKWAY | ESCONDIDO | 92026 |
| 2065* | 431-0157 | BEVERLY GAMBLIN | 6951 EL CAMINO REAL | CARLSBAD | 92009 |
| 2079** | 487-8221 | SCOTT ROWELL | 11986 BERNARDO PLAZA | RANCHO BERNARD | 92128 |
| 2081** | 484-7234 | WAYNE MOFFETT | 13255 BLACK MOUNTAIN RD | PENASQUITOS | 92129 |
| 2119** | 793-4661 | GARY EGERSTROM | 3850 VALLEY CENTER DR. | SAN DIEGO | 92130 |
| 2121* | 758-0620 | DAVID TOLLENAAR | 940 SO. SANTA FE | VISTA | 92083 |
| 2142* | 729-2771 | JIM LUFT | 2560 EL CAMINO REAL | CARLSBAD | 92008 |
| 2144* | 942-4044 | JOHN PHELPS | 262 N.EL CAMINO REAL | ENCINITAS | 92024 |
| 2156* | 489-5950 | CLAUDINE FERREIRA | 2345 E. VALLEY PARKWAY | ESCONDIDO | 92027 |
| 2174* | 471-0170 | KERRY DONYES | 671 SO. RANCHO SANTE FE | SAN MARCOS | 92069 |
| 2327** | 481-1008 | BOBBY CLARK | 931 LOMAS SANTA FE DR. | SOLANA BEACH | 92075 |
| 2343* | 729-4722 | RANDY TINSLEY | 985 TAMARACK AVE. | CARLSBAD | 92008 |
| 2344* | 743-8860 | JEFF GIBBONS | 351 W. FELICITA AVE | ESCONDIDO | 92025 |
| 2345* | 747-5920 | MIKE RUPP | 1000 W. EL NORTE PRWY | ESCONDIDO | 92027 |
| 2348** | 755-5304 | MARK COLONNA | 2606 DEL MAR HEIGHTS RD | DEL MAR | 92014 |
| 2349** | 748-8833 | STEVE KO | 13438 POWAY ROAD | POWAY | 92064 |
| 2351* | 753-4288 | RYAN NEESE | 453 SANTA FE DRIVE | ENCINITAS | 92024 |
| 2360* | 630-4884 | JEFF BRANTLEY | 845 COLLEGE BLVD. | OCEANSIDE | 92056 |

DISTRICT 57: "Central District" DISTRICT MANAGER – JON BUNETA 619-462-5940

| STR | PHONE | MANAGER | ADDRESS | CITY | ZIP |
|--------|----------|-------------------|---------------------------|----------------|-------|
| 2012** | 455-6130 | ROBERT GOULDING | 7788 REGENTS ROAD | LA JOLLA | 92122 |
| 2040** | 279-4661 | KEN ADDESSO | 5555 BALBOA AVE. | CLAIREMONT | 92111 |
| 2053 | 222-6462 | SCOTT THOMPSON | 3645 MIDWAY DRIVE | POINT LOMA | 92110 |
| 2107** | 693-0638 | LARRY EASTER | 1702 GARNET AVE. | PACIFIC BEACH | 92109 |
| 2118** | 292-5007 | APRIL BRIGHT | 3550 MURPHY CANYON RD. | SAN DIEGO | 92123 |
| 2120** | 483-4670 | ROBERT FLETCHER | 4725 CLAIREMONT DRIVE | CLAIREMONT | 92117 |
| 2134** | 560-4565 | KEN DAVIS | 10460 CLAIREMONT MESA | TIERRASANTA | 92124 |
| 2136** | 271-4830 | GEORGE MURPHY | 8310 MIRA MESA BLVD. | MIRA MESA92126 | |
| 2323** | 454-2620 | TIM DELANEY | 7544 GIRARD AVENUE | LA JOLLA | 92037 |
| 2352 | 583-4142 | MARK SEMANCSIN | 6155 EL CAJON BLVD | SAN DIEGO | 92115 |
| 2355 | 284-6672 | ARTURO AVILA | 4145 30TH STREET | SAN DIEGO | 92104 |
| 2357 | 295-0688 | BRIAN PAGE | 450 W. UNIVERSITY AVE . | SAN DIEGO | 92103 |
| 2358 | 280-7634 | ROBERT PEREDA | 3610 ADAMS AVE. | SAN DIEGO | 92116 |
| 2359 | 284-1355 | GRAYDON KOELLMANN | 6555 MISSION GORGE ROAD | SAN DIEGO | 92120 |
| 2364 | 435-6811 | OSE GREEN | 868 ORANGE AVE. | CORONADO | 92118 |
| 2370** | 453-1883 | BILL UMBRO | 3993 GOVERNOR DRIVE | SAN DIEGO | 92122 |
| 2735 | 758-1725 | ROBERT BAUM | 2495 TRUXTON RD | SAN DIEGO | 92106 |
| 4018** | 271-5350 | DON TURNER | 10016 SCRIPPS RANCH BLVD. | SCRIPPS RANCH | 92131 |

DISTRICT 58: "South District" DISTRICT MANAGER – Laura Peters 619-462-6035

| Store # | PHONE | MANAGER | ADDRESS | CITY | ZIP |
|---------|----------|-----------------|-------------------------|----------------|-------|
| 1767* | 351-3002 | CHICO VALDEZ | 475 W. MAIN | BRAWLEY | 92227 |
| 1897 | 596-5930 | JOHN WOODS | 9643 MISSION GORGE RD | SANTEE | 92071 |
| 2006 | 421-1417 | DAN FARRELL | 505 TELEGRAPH CANYON RD | CHULA VISTA | 91910 |
| 2064 | 463-2633 | KEN NEUHARTH | 2800 FLETCHER PARKWAY | EL CAJON | 92020 |
| 2071 | 656-0406 | DOUG SMITH | 2250 OTAY LAKES ROAD | CHULA VISTA | 91915 |
| 2093 | 464-1011 | MIKE ARMSTRONG | 8011 UNIVERSITY AVE. | LA MESA | 91941 |
| 2115 | 428-3302 | JOHN SMITH | 620 DENNERY ROAD | SAN DIEGO | 92154 |
| 2130 | 512-0125 | KEN HARRIS | 4404 BONITA ROAD | BONITA | 91902 |
| 2137 | 464-1099 | DAVID TURNER | 13439 CAMINO CANADA | EL CAJON | 92021 |
| 2336 | 425-4134 | SEAN CARVAHLO | 360 EAST H. STREET | CHULA VISTA | 91910 |
| 2338 | 575-2200 | TRAVIS STRATTON | 665 SATURN STREET | IMPERIAL BEACH | 92154 |
| 2353 | 460-6333 | TIM BOTTENBERG | 933 SWEETWATER ROAD | SPRING VALLEY | 91977 |
| 2365 | 670-7207 | JIMMY MONREAL | 3681 AVOCADO AVE. | LA MESA | 91941 |
| 2366 | 443-6811 | DARRELL LEDFORD | 12419 WOODSIDE AVE. | LAKESIDE | 92040 |
| 2367 | 444-6888 | MARK ANDERSON | 950 N. SECOND STREET | EL CAJON | 92021 |
| 2406* | 353-4603 | JOE ESPARZA | 750 N. IMPERIAL AVE. | EL CENTRO | 92243 |
| 2826 | 397-3467 | DAWN LEE | 1745 EASTLAKE PKWY | CHULA VISTA | 91915 |
| 3044 | 440-0881 | ALAN BAUM | 1201 AVOCADO AVE. | EL CAJON | 92020 |
| 3063 | 422-2293 | KELLY SANCHEZ | 870 3RD AVE. | CHULA VISTA | 91911 |

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