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A New Mother's Day Tradition: Moms4Moms
Sacramento Food Bank & Family Services, Save Mart Supermarkets,
and ClearChannel Partner to Help Mothers in Need

Sacramento, Calif., April 27, 2009 – On Wednesday, May 6, Sacramento Food Bank & Family Services (SFBFS), Save Mart Supermarkets, and Clear Channel Radio will launch a new Mother's Day tradition: Moms4Moms. The Moms4Moms campaign celebrates Mother's Day on Sunday, May 10, by inviting everyone to visit one of 12 Save Mart stores in the Greater Sacramento area to donate supplies for new mothers.

For nearly two decades, SFBFS has operated its Mother-Baby program, one of 11 programs that serve families in need. Moms4Moms will benefit the Mother-Baby program by collecting infant formula, diapers, and other supplies.

From Wednesday, May 6 through Sunday, May 10, anyone who visits a Greater Sacramento Save Mart store could purchase for \$15 a pre-packed "Baby Bag" that contains more than \$20 worth of goods, including:

- Today's Family Ultra Thin Diapers, Size 3 (40-count jumbo pack)
- Baby Basics Fragrance-free Wipes
- Gerber 2nd Foods Bananas, 3.5 oz. (two bottles)
- Gerber 2nd Foods Carrots, 3.5 oz., (two bottles)
- Gerber Graduates Cookies, 5 oz. (banana flavor)
- Gerber Apple Juice, 32 oz.

The Baby Bags will be packaged in Save Mart's environmentally-friendly, reusable shopping bags. Moms who receive the Baby Bags will be encouraged to use them when they shop at Save Mart and FoodMaxx stores, where they will receive a 5-cent credit each time they reuse the bags.

All donations will be packed into a large Save Mart trailer that will be located at the Save Mart store at 5600 Folsom Boulevard in Sacramento. SFBFS' goal is to fill the trailer by Mother's Day. Donors who visit the Save Mart stores on Sunday from 10:00 am to 3:00 p.m. will receive a carnations and cookies to celebrate Mother's Day.

The following Save Mart stores will participate in Moms4Moms:

- Carmichael – 4708 Manzanita Avenue
- Folsom – 1003 E. Bidwell



- Orangevale – 8839 Greenback Lane
- Rocklin – 3021 Stanford Ranch Road
- Roseville – 5060 Foothill
- Sacramento – 3291 Truxel Road
- Sacramento – 7960 Gerber Road
- Sacramento – 5545 Auburn Boulevard
- Sacramento – 5600 Folsom Boulevard
- Sacramento – 9137 Kiefer Boulevard
- Sacramento – 2735 Marconi Avenue
- Sacramento – 2501 Fair Oaks Boulevard

Save Mart Supermarkets operates nearly 250 stores throughout Northern California and Northern Nevada under the Save Mart, Lucky, FoodMaxx, and S-Mart Foods banners. The privately-held company was founded January 17, 1952 and has always been headquartered in Modesto, California. More information about the company and its banners is available at www.savemart.com, www.luckysupermarkets.com, and www.foodmaxx.com. Its consumer relations group can be called toll-free at 800-692-5710.

Sacramento Food Bank & Family Services (SFBFS), a non-profit agency serving families in need in the Greater Sacramento area since 1977, provides services including food, clothing, education, parenting supplies, and more to people in need free of charge. SFBFS is dedicated to assisting those in need by alleviating their immediate pain and problems, and by moving them toward self-sufficiency and financial independence.

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