



Media Contacts: Suzanna Stanton, 12 News, 602-261-6145 or ssanton@12news.com
Susy Ferra, Bashas' Family of Stores, 480-201-2031 or sferra@bashas.com
Susan de Queljoe, Society of St. Vincent De Paul, 602-261-6805 or
sdequeljoe@svdp-phx-az.org

12 NEWS & KMLE COUNTRY TEAM UP WITH BASHAS' & FOOD CITY STORES TO HOLD TURKEY TUESDAY DRIVE FOR ST. VINCENT DE PAUL

- Arizona Residents Invited to Donate Frozen Turkeys on Tuesday, Nov. 25 -

ARIZONA (Nov. 13, 2008) – The nation's largest one-day turkey drive, 12 News' Turkey Tuesday, will take place on Tuesday, Nov. 25. On this designated Tuesday, nearly 100 Bashas' and Food City stores will collect frozen turkeys and monetary donations for St. Vincent de Paul.

Now in its 15th year, 12 News' Turkey Tuesday has become a Thanksgiving tradition for many Arizona families, schools and businesses. From 6 a.m. to 7 p.m. on Tuesday, Nov. 25, residents are invited to make a frozen turkey or monetary donation at any Bashas' or Food City store in metropolitan Phoenix and northern Arizona.

All donations will benefit hungry families just in time for Thanksgiving. According to the Society of St. Vincent de Paul, a local non-profit that cooks and distributes more than 3,000 meals each day to the hungry, turkey donations are the key to meeting an increased demand this year.

"The need in our community has never been so critical," said Steve Zabilski, executive director of St. Vincent de Paul. "This year, more families are asking us for help. They're living on the economic edge, struggling to stay in their homes, pay their bills and feed their families."

From 4 p.m. to 7 p.m. on Turkey Tuesday, 12 News Sports Anchor Bruce Cooper and Weather Anchor James Quiñones will challenge one another to see who can collect the most turkeys for St. Vincent de Paul. KMLE Country personalities Gwen Foster and Stu Evans will join the challenge, broadcasting live throughout the afternoon. 12 News also will dedicate a phone bank of volunteers to take donations from individuals unable to visit a store.

During last year's Turkey Tuesday drive, Arizonans donated a record 25,181 frozen turkeys, which fed thousands of local, needy families. St. Vincent de Paul volunteers collected the frozen birds, and packaged thousands of the donated turkeys into food boxes, which were immediately delivered to hungry families throughout Arizona.

"We're so thankful for this annual turkey drive because it helps us to meet the strong need we're facing," said Zabilski. "Even when times are tough, we're blessed by the generosity of our community."

Turkey Tuesday/ Page 2

In addition to the one-day drive, during the month of November, all Bashas' and Food City stores statewide will be selling \$1 paper turkey icons to benefit St. Vincent de Paul. Customers can customize the turkey-shaped icons by writing in what they are most thankful for this holiday season. To find a Bashas' or Food City store near you, visit www.bashas.com or www.myfoodcity.com.

About Society of St. Vincent de Paul

No other organization in the Valley provides so many services to so many people using so many volunteers. From hunger and homelessness to healthcare, St. Vincent de Paul reaches out to help those in need in the Arizona while providing the community with opportunities to serve the economically disadvantaged. For more information, visit www.stvincentdepaul.net.

About Bashas' Family of Stores

Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Wine & Spirits, Ike's Farmers Market, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With more than 13,000 members and 160 grocery stores, it is the 8th-largest employer in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than \$100 million to the communities it serves. For more information, visit www.bashas.com and www.myfoodcity.com.

About Gannett Co., Inc.

Gannett Co., Inc. is a leading international news and information company that publishes 90 daily newspapers in the USA, including USA TODAY, the nation's largest-selling daily newspaper. The company also owns nearly 1,000 non-daily publications in the USA and USA WEEKEND, a weekly newspaper magazine. Gannett subsidiary Newsquest is the United Kingdom's second largest regional newspaper company. Newsquest publishes nearly 300 titles, including 18 daily newspapers, and a network of prize-winning Web sites. Gannett also operates 23 television stations in the United States and is an Internet leader with sites sponsored by its TV stations and newspapers including USATODAY.com, one of the most popular news sites on the Web.

###