



NEWS RELEASE

For Immediate Release

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Safe Kids Magic Valley Receives Grant from Fred Meyer Fund

Twin Falls, ID (January 19, 2009) – Safe Kids of Magic Valley, a department of St. Luke's Magic Valley Medical Center, announced today it has received a community grant totaling \$1958.47 from the Fred Meyer Fund for the purchase of snow/snowboarding helmets and ATV helmets. Safe Kids will use the funds to purchase both types of helmets in conjunction with their mission of trying to prevent unintentional injury in children under age 18, in our eight county service area.

“The Fred Meyer Fund and its Advisory Committee Members were particularly impressed by the successful track record of Safe Kids Magic Valley and its’ programs,” said Glynda Brockhoff, philanthropy coordinator for Fred Meyer stores and The Fred Meyer Fund. “We hope this community grant will help Safe Kids continue the important work it is doing to enhance the welfare of the community. We are proud to be part of the Twin Falls community and are committed to helping where we can.”

The Fund's community grants program is driven by 29 Advisory Committees made up of local Fred Meyer associates from each Fred Meyer store, plant, and warehouse. The Advisory Committee members research nonprofit organizations in their communities and then award community grants. The community grants are funded by donations from Fred Meyer Associates and customer donations in the Make Change Count coin boxes at all checkstands. The dollars collected through associate donations and coin boxes are combined and allocated by the Advisory Committees as community grants in the four western states where we have Fred Meyer operations.

The Fred Meyer Fund assists nonprofit organizations dedicated to helping children and reducing hunger in communities served by 129 Fred Meyer stores in Alaska, Idaho, Oregon and Washington. In 2007, The Fred Meyer Fund awarded \$ 1.7 million in grants.

Fred Meyer is a division of The Kroger Co., which is one of the nations's largest food retailers. Fred Meyer contributes more than \$5 million to communities across the northwest each year through grants from The Fred Meyer Fund as well as product donations, cash donations and sponsorships. The Fred Meyer Fund has awarded grants totaling over \$9 million since it began awarding grants in December 1998. For more information call 1-800-858-9202, ext. 5605.

