



## **1<sup>st</sup> Annual Project Give: A Collaborative, Community Donation Drive Brings Together Four Area Non-profits**

FOR IMMEDIATE RELEASE  
December 1, 2009

**Roanoke, VA.** Goodwill Industries of the Valleys, Habitat for Humanity in the Roanoke Valley, Roanoke Valley SPCA, and Southwestern Virginia Second Harvest Food Bank will participate in a collaborative, community donation drive this Saturday, December 5, 2009, at the Roanoke Civic Center, Parking Lot A, from 10am – 3pm. Project Give brings together four area non-profits to help collect much needed donations to support their missions.

The need in the community for assistance from non-profit organizations is greater than ever before. Material and food donations will allow each organization to provide necessary services in the community. Items that will be collected include: clothing, housewares, canned & other non-perishable food items, furniture, building supplies and fixtures, dry or canned pet food, computers, games, and toys. Material donations should be in gently used condition or better.

Generous support for this event has been provided by: WDBJ7, Wheeler Broadcasting, Roanoke Civic Center, CITY Magazine, Vinton Voice, and Lamar Outdoor.

### **About Goodwill Industries of the Valleys**

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. During the last fiscal year Goodwill served 18,225 individuals through job training and employment programs and helped 516 people enter competitive community employment. Contact: Suni Heflin, Marketing Manager, 540.581.0620 Ext. 174

### **About Habitat for Humanity in the Roanoke Valley**

Habitat for Humanity in the Roanoke Valley is non-profit housing provider offering new construction and home rehabilitation for low-income families and welcomes all people dedicated to the cause of eliminating poverty housing. Since 1986, Habitat has built 159 houses in the Roanoke Valley and has financially sponsored 103 houses worldwide. Contact: Betsy Whitney, Deputy Director, 540.344.0747

### **About the Roanoke Valley SPCA**

The Roanoke Valley SPCA relies on the generosity of our community for the funds necessary to operate the Adoption & Education Center. It does not receive funding from any governmental body or national animal welfare organization. Contact: Kathy Perdue, Director of Marketing & Special Events, 540.344.4840 Ext. 207

### **About the Southwestern Virginia Second Harvest Food Bank**

The Southwestern Virginia Second Harvest Food Bank was founded in 1981 and is an affiliate member of Feeding America. The Food Bank's ultimate mission is to eliminate hunger in the region. The primary function of the Food Bank is to secure large quantities of food for the hungry. More than 13-million pounds of food is channeled through a network of more than 340+ partner feeding programs (in a 26-county and 10-city region) that provide food or meals to those in need annually. Contact: Jeremy Butterfield, Communications & P.R. Coordinator, 540.342.3011 Ext. 23

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**For more information please contact one of the organization representatives listed above.**

