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ST. VINCENT DE PAUL'S 'FOOD FROM THE HEART' HOLIDAY DRIVE EXCEEDS GOAL; OVER 77,525 POUNDS OF FOOD COLLECTED FOR THOSE IN NEED LOCALLY

CINCINNATI, OH – January 15, 2010– The Society of St. Vincent de Paul, in cooperation with Greater Cincinnati and Northern Kentucky Kroger stores and FOX19 television, collected 77,525 pounds of food or 221.5 barrels of non-perishable food items, during the annual 'Food From The Heart' drive between November 11 and December 31, 2009. This year's total collection surpassed the goal, making it possible to feed over 2,150 people for one week.

St. Vincent de Paul gives the collected food to families in neighborhoods throughout Greater Cincinnati by distributing groceries during home visits or through neighborhood-based food pantries and the Edyth & Carl Lindner Choice Food Pantry in the West End.. "Thanks to the generous donations of our community and the support of our partners, we are able to provide families throughout Greater Cincinnati with food when they might otherwise go without," said Liz Carter, Executive Director of St. Vincent de Paul. "The economic climate continues to challenge those who have never asked for our help before and the food collected helps keep families going during hard times."

"We are very excited about this year's results," said Geoff Covert, President of the Cincinnati/Dayton Division of Kroger. "St. Vincent de Paul is a valued partner of ours and their dedicated staff assists so many of our neighbors, especially during these difficult economic times. All of us at Kroger want to express our appreciation to our customers for their overwhelming generosity this year."

For more information about donating or getting involved, please contact St. Vincent de Paul at 513-562-8841, ext. 225, or visit www.svdpcincinnati.org.

About St. Vincent de Paul

The Society of St. Vincent de Paul (SVDP) has been helping Greater Cincinnati and Hamilton County residents in need with the basic necessities of life for 140 years. The organization works personally with those in need, regardless of race or creed, to bridge the spiritual, emotional and material gaps in their lives through home visits provided by neighborhood-based volunteer groups, and groundbreaking initiatives like the Charitable Pharmacy. The Society of St. Vincent de Paul continues to be a leading community service organization, recently recognized by The Better Business Bureau (BBB) as a Torch Award for Marketplace Ethics winner and by The CincinnatiUSA Regional Chamber of Commerce as Non-Profit of the Year. For more information, go to www.SVDPcincinnati.org.

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