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**KROGER DONATING \$2,000 IN CANNED GOODS TO KICK OFF
ST. VINCENT DE PAUL'S 'FOOD FROM THE HEART' HOLIDAY DRIVE**
The Community Is Asked To Help Collect 75,000 Pounds Of Food For Families In Need

CINCINNATI, OH –November 9, 2007– The Society of St. Vincent de Paul, in cooperation with Greater Cincinnati and Northern Kentucky Kroger stores and FOX19 television, announces the kick off of the annual 'Food From The Heart' campaign. FOX19 will host a live kick-off celebration at the Hyde Park Plaza Kroger store on Wednesday, November 14, as Kroger donates \$2,000 worth of canned goods to jumpstart the drive.

The holiday food drive will run through December 31, 2007, with donations of non-perishable items being collected at all Greater Cincinnati and Northern Kentucky Kroger locations. The items collected will be distributed to individuals in need throughout the holiday season. Cash donations to support St. Vincent de Paul can also be made at checkout at all participating Kroger stores for the duration of the campaign.

During the 2006 'Food From The Heart' campaign, Cincinnati residents donated 70,656 pounds of food for their neighbors in need, enough to provide a week's worth of groceries to over 2,000 people. This year's goal is 75,000 pounds, or enough to feed nearly 2,150 people for one week.

"St. Vincent de Paul staff and volunteers have seen a significant increase in the number of families with little or no food throughout Greater Cincinnati neighborhoods in 2007," reported Liz Carter, executive director of St. Vincent de Paul. "With the holidays being especially difficult for families in need, we are urging everyone in our community to give whatever they can to help. The donation of even one canned good dropped in the barrel after checking out will help add up to our goal and make a difference for those without food."

Collection barrels with 'Food From The Heart' signage will be located at all Greater Cincinnati and Northern Kentucky Kroger locations. There are three simple ways you can donate to a neighbor in need:

- Purchase non-perishable food items, or bring your own to donate, and drop them in the food collection barrels located at the store entrances.
- Give a cash donation to St. Vincent de Paul in-store at Kroger checkouts.
- Log onto St. Vincent de Paul's website, www.svdpcincinnati.org, and click the 'Food From The Heart' icon. Choose a donation amount to help feed a family in need.

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Food From The Heart

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Most of the food donated to St. Vincent de Paul is distributed in the neighborhoods where it is collected. Excess donations will be distributed through St. Vincent de Paul's Carl and Edyth Lindner Choice Pantry at the newly renovated Bank Street headquarters. The Choice Pantry emphasizes good nutrition and builds community while allowing clients in the West End, Camp Washington, and Millvale areas to select the items they most need for their families. The Choice Pantry provides supplemental groceries to over 500 families each month.

FOX19 will report on the progress of 'Food From The Heart' on *FOX19 Morning News*. Public service announcements will also run throughout the campaign to heighten awareness and urge individuals to donate. FOX19's station chairpersons for 'Food From The Heart' are the FOX19 FirstWeather Team Christie Dutton and Frank Marzullo.

A list of all participating Kroger stores will be available on the FOX19 web site at www.FOX19.com and on the St. Vincent de Paul web site at www.svdpcincinnati.org. To support 'Food From The Heart' with a monetary or non-perishable food donation online, go to www.svdpcincinnati.org & click on the 'Food From The Heart' icon. For any additional information please contact St. Vincent de Paul at 513-562-8841, ext. 217.

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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 nearly 140 years. The organization works personally with those in need, regardless of race or creed, to bridge the spiritual, emotional and financial 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 CincinnatiUSA Regional Chamber of Commerce as Non-Profit of the Year. For more information, go to www.svdpcincinnati.org.

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