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NEWS RELEASE

Date: March 30, 2007

**Fred Meyer Donates to Help
Make it a Safe Kids Summer**

Safe Kids of the Magic Valley has received a community grant totaling \$500 from The Fred Meyer Foundation for "Make it a Safe Kids Summer" program. The money will be used to purchase multi-sport helmets for children in the eight-county area to use these for safe biking, skateboarding, in-line skating and scootering.

"The Fred Meyer Foundation and its Advisory Committee Members were particularly impressed by the successful track record of Safe Kids of the Magic Valley," Glynda Brockhoff, Philanthropy Coordinator for Fred Meyer and The Fred Meyer Foundation said. "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 Magic Valley community and are committed to helping where we can."

Brockhoff explained that the Foundation's community grant program is driven by twenty-nine local Advisory Committees comprised of local Fred Meyer associates who research nonprofit organizations in their communities and then award community grants. "These grants are the result of true community efforts involving both our associates through our annual Employee Giving Campaign and our customers through the contributions they make in our stores using the "Make Change Count" coin boxes and scan cards at the check stands. The dollars collected through these associate and store efforts are combined and then allocated by the Advisory Committees as community grants in the four western states where we have stores." The Fred Meyer Foundation has awarded grants totaling over \$6.4 million since it began awarding grants in December. For more information call 1-800-858-9202, ext. 5605.

For additional information on Safe Kids of the Magic Valley and how your business can partner with this local, nonprofit organization please call the Safe Kids Director, Page Geske, at (208) 737-2432.

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(News Editors: For more information contact Page Geske, Safe Kids Director, at 737-2432.)



(L-R) **Lance Kawamura** (Fred Meyer), **Page Geske** (Safe Kids), **Becky O'Brien** (Fred Meyer), and **Naomie Bench** (Fred Meyer)