

***For Immediate Release**

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Northern Illinois Food Bank
delivering food assistance to your community

MEDIA ADVISORY

**Hilander Customers & Associates in Rockford Area Dig Deep to
"Share Your Feast" Hilander Presents Check to Northern Illinois Food
Bank to Help Fight Hunger in Rockford Area.**

WHAT:

Hilander customers and associates, once again, share their generosity with the less fortunate of northern Illinois. The Hilander associates all supported this drive, and many made donations themselves. Representatives from Hilander will present a donation of \$5,671 to Northern Illinois Food Bank's Rockford Branch from "Share Your Feast", a two month long promotion sponsored by the local Kroger affiliate, on Wednesday morning. Every November and December, Hilander, in conjunction with every store in the Kroger Central Marketing Area, hosts the Share Your Feast Food Drive. There are three easy ways to give: 1) Make a cash donation at any checklane, 2) Purchase and donate a pre-bagged sack of groceries, or 3) Make a donation of any non-perishable grocery item. Kroger / Hilander's Commitment: All donations will stay in the community in which it is collected!

WHEN:

Thursday, April 30, 2009 at 8:30 a.m., during a store grand reopening celebration

WHERE:

Hilander/Kroger -2206 Barnes Blvd., Rockford, IL 61112

WHO:

Check presentation from Robert Ethridge, Hilander District Manager to Dennis Smith, Executive Director & CEO of Northern Illinois Food Bank.

About The Kroger Company

The Kroger Central Division has 153 food stores, 128 pharmacies and 54 fuel centers operating under five banners; Kroger, Scott's, Owen's, Hilander and Pay Less, with locations primarily in Indiana and Illinois, in addition to five stores in Missouri, one in Michigan and one in Ohio. Kroger Central Division is dedicated to supporting every local community it serves, contributing more than \$10 million in 2008 to local organizations, primarily focusing on hunger relief, K-12 education, health causes, diversity and sustainability. At Kroger we value: honesty, respect, inclusion, diversity, safety and integrity.

About Northern Illinois Food Bank (NIFB)

Northern Illinois Food Bank (NIFB) is a non-profit organization that provides food to all those in need through its 520 partner agencies in the following 13 counties - Boone, DuPage, DeKalb, Grundy, Kane, Kankakee, Kendall, Lake, McHenry, Ogle, Stephenson, Will and Winnebago. NIFB acquires, gathers, handles and distributes donated, government and purchased food to more than 40,600 different people each week through local food pantries, soup kitchens, shelters, youth activity centers and other food assistance sites. In 2008, NIFB distributed over 22.5 million pounds of food.