

April 1, 2009

Special Olympics Colorado and Safeway Launch Campaign

DENVER, Colo. -- Safeway launched its 2009 April Fundraising Campaign to benefit Special Olympics Colorado and Easter Seals of Colorado April 1, with its second-annual Bagging Challenge. The event, which took place at the Safeway store on 14th and Krameria in Denver, paired a member of the media with a Safeway employee with a disability for a friendly competition of bagging groceries.

One of the largest employers of people with disabilities in the United States, Safeway raised over \$8 million nationally in 2008, including nearly \$1 million in the state of Colorado, to benefit people with disabilities.

On hand to represent Safeway, Inc., and its fundraising program were Todd Broderick and Dean Little, both Vice Presidents of Retail Operations, and Director of Public Affairs Kris Staaf. Speaking on behalf of Special Olympics Colorado and Easter Seals of Colorado were Presidents Mindy Watrous and Lynn Robinson. Each organization was presented a \$1,000 check by Safeway to launch the month long promotion.

Four Special Olympics athletes -- all longtime employees with Safeway -- were among the seven teams competing in the bagging challenge.

Erin Holloway (Strasberg) paired up with Gregg Moss of 9NEWS and the tandem matched their second-place finish from 2008. Defending champion **Richard Chase (Boulder)** combined with KYGO's Catfish to tie for second place. Additional SOCO athletes participating in the competition were **Jennifer Regan (Centennial)** and **Eric Therkildsen (Aurora)**. The challenge was won by Lori Steen, Easter Seals client and Safeway employee for 18 years, and her partner Greg Nieto of News2 and Fox31.



Mindy Watrous accepts a \$1,000 donation from Safeway along with Special Olympics athletes and bagging contest participants (left to right): Richard Chase, Erin Holloway, Jennifer Regan and Eric Therkildsen

Throughout the month of April, Safeway will be raising money to support Special Olympics Colorado and Easter Seals of Colorado. Safeway shoppers will be asked at checkout if they would like to donate \$1 or more to support people with disabilities. Each organization will receive a portion of the funds raised from this promotion. All of the money raised in Colorado stays in Colorado to benefit Special Olympics athletes and Easter Seals clients around the state.