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BASHAS', FOOD CITY, *12 NEWS* AND *THE ARIZONA REPUBLIC* HOLD PB&J DRIVE TO BENEFIT VALLEY BOYS & GIRLS CLUBS

PHOENIX (July 1, 2008) – Thousands of Valley children go without a healthy snack many of us take for granted – a peanut butter and jelly sandwich. It's a simple treat that can do so much for a child while encouraging a healthy lifestyle. That's why Bashas', Food City, *12 News* and *The Arizona Republic* have joined forces to hold a month-long Peanut Butter & Jelly Drive, with one hundred percent of all donations benefiting Valley Boys & Girls Clubs.

"As times get tougher, many children in the Valley go without a healthy meal – like breakfast or lunch – while others do not have access to healthy snacks," said Becky Hornack of the Boys & Girls Clubs. "Right now, with the economy the way that it is, resources and donations are needed more than ever so we can continue to provide quality programs for children and teens."

Peanut butter and jelly icons will be on sale at the registers of Valley Bashas' and Food City stores from July 1-31. Jelly icons are being sold for $1 each, and peanut butter icons cost $5 each. By donating to the drive, shoppers can bring a smile to children's faces throughout the Valley.

"This drive – the first of its kind in the state – was designed to give Valley children the opportunities and resources they need to make smart, healthy choices," said Kristy Nied, Director of Communications for Bashas' Family of Stores. "Whether it's donating $1 or $5, we're asking our customers and the community to rally in support of the great programs that the Boys & Girls Clubs deliver everyday."

Additionally, Valley residents can join their favorite 12 News anchors, local firefighters and Basha family members for an official "PB&J Challenge" on Saturday, July 12, from 7 a.m. to 3 p.m., at three participating stores:

- Bashas', 8035 E. Indian School Road (Indian School & Hayden Roads), Scottsdale, 85251
- Bashas', 1920 W. Chandler Blvd., (Chandler Blvd. & Dobson Rd.), Chandler, 85224
- Food City, 845 W. Southern Ave. (7th Ave. & Southern), Phoenix, 85041

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About Valley Boys & Girls Clubs
Three different Boys & Girls Clubs organizations serve the Valley of the Sun - they include the Boys & Girls Clubs of Metropolitan Phoenix, Boys & Girls Clubs of the East Valley and the Boys & Girls Clubs of Greater Scottsdale. Together, these three entities cover the communities across the Valley including both the Salt River Pima-Maricopa and Gila River Indian Reservations. Known as "The Positive Place for Kids," the Clubs provide guidance-oriented character development programs on a daily basis for children 6-18 years old, conducted by a full time professional staff. Boys & Girls Club programs emphasize leadership development, education and career exploration, financial literacy, health and life skills, the arts, sports, fitness and recreation, plus family outreach.

About Bashas' Family of Stores
Bashas' Family of Stores – the family-owned grocer that operates Food City, AJ's Fine Foods, Sportsman's Wine & Spirits, Ike's Farmers Market, Eddie's Country Store, and both Bashas' and Bashas' Diné supermarkets – is an Arizona-based company founded by brothers Ike and Eddie Basha, Sr. With more than 13,000 members and 160 grocery stores, it is the 8th-largest employer in the state and one of the Best Places to Work in Arizona. Since the company's inception in 1932, Bashas' has given back more than $100 million to the communities it serves. For more information, visit www.bashas.com and www.myfoodcity.com.

About Gannett Co., Inc.
Gannett Co., Inc. is a leading international news and information company that publishes 90 daily newspapers in the USA, including USA TODAY, the nation's largest-selling daily newspaper. The company also owns nearly 1,000 non-daily publications in the USA and USA WEEKEND, a weekly newspaper magazine. Gannett subsidiary Newsquest is the United Kingdom's second largest regional newspaper company. Newsquest publishes nearly 300 titles, including 18 daily newspapers, and a network of prize-winning Web sites. Gannett also operates 23 television stations in the United States and is an Internet leader with sites sponsored by its TV stations and newspapers including USATODAY.com, one of the most popular news sites on the Web.

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