



FOR IMMEDIATE RELEASE
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Neighborly Care Network selected for March For Meals campaign grant

ST. PETERSBURG, Fla. (7/28/09) -- Neighborly Care Network announced today that it has been awarded a \$1,000 grant from the Meals On Wheels Association of America (MOWAA) in recognition of the success of its 2009 Mayors For Meals event, a component of the MOWAA March For Meals campaign. This is the fourth year in a row Neighborly has been recognized for the event.

Seventeen mayors, council members, and other legislative dignitaries from throughout Pinellas County participated in the event to show support for the community's seniors. The Mayors for Meals event included 17 dignitaries personally delivering Meals on Wheels in their cities, along with visiting Neighborly's senior dining sites. This type of promotion is particularly important as Neighborly's Meals on Wheels program currently maintains a substantial waiting list of seniors needing to join the program.

"We raised more than \$6,000 and are enjoying a renewed interest in our organization and its mission," said Debra Shade, President/CEO of Neighborly. "As always, we have received a positive response from our community, which makes all the work that goes into this annual public awareness and fundraising campaign well worth the effort." The success of Neighborly's March For Meals campaign, in addition to the \$1,000 grant from MOWAA, will fuel momentum for an even more successful campaign next year.

March For Meals is an annual national campaign to raise awareness of senior hunger and to encourage involvement from the local community. Senior nutrition programs across the United States, like Neighborly Care Network, promote March For Meals in their local communities through public events, partnerships with local businesses, volunteer recruitment, and fundraising initiatives. The campaign takes place in March because that was the month in which the law that includes senior meal programs in the Older Americans Act was enacted.

Neighborly Care Network at-a-glance:

Since 1966, Neighborly Care Network has provided home- and community-based services to the elderly in Pinellas County so they may live independently in their own homes. A pioneer in eldercare services, Neighborly started the first federally funded Meals on Wheels program, as well as the first Adult Day Care in the nation. Some other life-sustaining programs include Nutrition

Services, Transportation Services, Medicare Home Health, and the nationally innovative Neighborly Pharmacy. Shoppe Around the Corner offers unique gift and home decor items, with the proceeds benefiting Meals on Wheels and the Neighborly Pharmacy. Neighborly also offers a variety of volunteer opportunities. For information, call 727-573-9444 or visit www.Neighborly.org.

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