



PRESS RELEASE

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Jacksons Food Stores Join Washington Fight Against Domestic Violence

On Thanksgiving Day, Jacksons Food Stores and the Washington State Coalition Against Domestic Violence will launch the “Give the Gift of Peace” campaign, a holiday season campaign that runs through December 25th to raise funds for the prevention of domestic violence. Twenty five marks the 12th anniversary of the campaign throughout the Northwest. The campaign is important for community awareness and legislative efforts to ensure funding priorities for domestic violence victims. Contributions can be made in increments of \$1, \$5 or \$10 at any Jacksons Food Stores location. At the end of the campaign, Jacksons Chief Executive Officer, John Jackson, will match all customer contributions dollar for dollar up to \$75,000, with all the proceeds going to the Washington State Coalition Against Domestic Violence.

The Washington campaign began in 2009, and customers have contributed by purchasing paper doves at Jacksons Food Stores. During the 2014 campaign, Washington Jacksons Food Stores customers contributed over \$14,500 resulting in over \$29,000 in donations, including Jacksons’ dollar for dollar match. Washington donations have resulted in over \$200,000 over these six years.

Jacksons Food Stores in Oregon, Idaho, Arizona, and Nevada will also participate in the campaign, and proceeds will go toward coalitions against domestic violence in the respective states. Since the inception of the “Give the Gift of Peace” campaign, Jacksons has raised over \$1,030,000 through this program to help end violence against women and children and assist individuals who have experienced domestic violence.

“We are so appreciative of the generosity and commitment of John Jackson, the Jacksons Food Store family, and their loyal customers,” said Nan Stoops, executive director of the Washington State Coalition Against Domestic Violence. “The ‘Give the Gift of Peace’ campaign is a model of how communities can come together and truly make a difference. In addition to the funds it raises, the campaign makes an invaluable contribution to the community by increasing awareness and sharing domestic violence information and resources.”

About the Washington State Coalition Against Domestic Violence

Founded in 1990 by survivors of domestic violence and their allies, the Washington State Coalition Against Domestic Violence (WSCADV) is a non-profit network of over 70 domestic violence advocacy programs across the state of Washington. WSCADV improves how communities respond to domestic violence and works to create a social intolerance for abuse. Their work includes research, training and technical assistance, producing educational tools, promoting domestic violence awareness, and public policy advocacy. To learn more, please visit wscadv.org.

About Jacksons Food Stores

Jacksons Food Stores, Inc., headquartered in Meridian, was founded in Idaho in 1975 as a single service station. It has grown to be a nationally recognized chain of more than 200 stores in six western states. The company has been widely recognized for its support of community and charity projects for local businesses and organizations. For more information on the charity projects Jacksons Food Stores supports, visit www.jacksons.com.

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