



## 1<sup>st</sup> Annual Project Give: A Collaborative, Community Donation Drive Brings Together Four Area Non-profits

FOR IMMEDIATE RELEASE  
October 27, 2010

**Charlottesville, VA.** The **Blue Ridge Area Food Bank**, **Charlottesville-Albemarle SPCA**, **Goodwill Industries of the Valleys**, and **Habitat for Humanity of Greater Charlottesville** are proud to announce a collaborative, community donation drive to be held on Saturday, November 6, 2010. **Project Give** will take place in the Charlottesville Fashion Square Mall parking lot from 10am – 3pm. Project Give brings together four area non-profits to help collect much needed donations to support their missions.

The need in the community for assistance from non-profit organizations is greater than ever before. Material and food donations will allow each organization to provide necessary services in the community. Items that will be collected include: clothing, housewares, canned & other non-perishable food items, furniture, building supplies and fixtures, dry or canned pet food, computers, games, and toys. Material donations should be in gently used condition or better.

Generous support for this event has been provided by: Charlottesville Newsplex, Charlottesville Fashion Square, Monticello Media, The Hook, Albemarle Family, and Charlottesville Radio Group.

### **About the Blue Ridge Area Food Bank**

Named the *2009 Member of the Year* by Feeding America, the Blue Ridge Area Food Bank is an award-winning, non-profit, hunger-relief organization serving 145,600 individuals annually in Western and Central Virginia. The Food Bank expects to distribute 22 million pounds of food this year, equal to nearly 17 million meals for people in need. The Blue Ridge Area Food Bank is an affiliate of Feeding America, the national food bank association which supports more than 200 food banks across the United States. For more information, visit [www.brafb.org](http://www.brafb.org). Contact: Kevin Ruddle, Branch Manager, 434.296.3663

### **About the Charlottesville-Albemarle SPCA**

The Charlottesville-Albemarle SPCA is a nonprofit animal welfare organization that provides a safe environment for the lost, abandoned, and homeless animals of Charlottesville and Albemarle County and places them in good homes. We strive to set a standard of excellence and leadership in animal care, humane education, and progressive animal welfare programs. For more information, visit [www.caspc.org](http://www.caspc.org). Contact: Mike Alexander, Community Engagement Manager, 434.964.3331

### **About Goodwill Industries of the Valleys**

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. This year Goodwill has served 36,710 individuals through job training and employment programs and helped 1,342 people enter competitive community employment. For more information, visit [www.goodwillvalleys.com](http://www.goodwillvalleys.com). Contact: Suni Heflin, Marketing Manager, 540.529.9290

### **About Habitat for Humanity of Greater Charlottesville**

Habitat for Humanity of Greater Charlottesville's mission is: Creating simple, decent, affordable, housing in partnership with low-income families, volunteers and the communities of Greater Charlottesville. The Habitat Store supports Habitat for Humanity of Greater Charlottesville by selling new and salvaged building materials to the public at discounted prices. All proceeds from the store contribute to the construction of new Habitat homes. The Habitat Store participates in Habitat for Humanity International's overall environmental initiative by diverting usable materials away from the waste stream, while promoting the responsible stewardship of natural resources. For more information, visit [www.cvillehabitat.org](http://www.cvillehabitat.org).

Contact: Halsey Blake-Scott, Operations Manager, 434.293.6331

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For more information please contact one of the organization representatives listed above.

