

Oregon Safeway Campaign Raising Funds To Benefit MDA

by Bend Weekly News Sources

Safeway stores in Oregon are conducting a five-week campaign to raise funds for the Muscular Dystrophy Association. Oregon stores join some 1,500 others across the country in the coordinated campaign, which began Aug. 1 and runs through Labor Day weekend. Safeway stores are encouraging customers to donate \$1 or more at any store checkstand by offering an MDA scannable checkout receipt. Safeway Inc. has over 1,700 stores across the US and Canada and last year raised more than \$3 million for MDA. At the same time, the stores are carrying out the MDA Aisles of Smiles campaign, in which purchases of designated products result in donations to MDA. Safeway has teamed with Jacksonville-based Acosta Sales & Marketing for the promotion. Acosta has been an MDA national sponsor for over 20 years. Proceeds from Safeway's coordinated campaign for MDA help people with neuromuscular diseases in Oregon by providing medical services, wheelchairs and leg braces, support groups, summer camps and more. In addition, the funds support MDA's international research program seeking cures and treatments for neuromuscular diseases. "The steadfast commitment and support from partners like Safeway enable us to continue our lifesaving programs," MDA President & CEO Gerald C. Weinberg said. "Safeway's generosity will benefit the tens of thousands of families affected by muscle-wasting diseases." Safeway Executive Vice President and MDA Vice President Larree Renda will announce the amount raised in this year's campaign on the Jerry Lewis MDA Labor Day Telethon. MDA is a voluntary health agency working to defeat more than 40 neuromuscular diseases through programs of worldwide research, comprehensive services, and far-reaching professional and public health education. The Association's programs are funded almost entirely by individual private contributors. The MDA Telethon airs for 21 1/2 hours beginning Sunday, Sept. 3, at 9 p.m. EDT. It originates from the South Coast Hotel in Las Vegas and can be seen on 190 "Love Network" stations, or online at www.mda.org. Show times are: 6 p.m. on KPDX-TV, Channel 49, in Portland; 8 p.m. on KTVL-TV, Channel 10, in Medford; 7 a.m. on Monday, Sept. 4, KMTR-TV, Channel 16, in Eugene.

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