



FOR IMMEDIATE RELEASE  
March 1, 2007

**arc THRIFT STORES ANNOUNCES ITS 7<sup>th</sup> ANNUAL FEED  
DENVER FOOD DRIVE BENEFITTING VOLUNTEERS OF  
AMERICA BEGINNING April 1, 2007.**

Denver—Colorado’s popular thrift store announced today that the month-long annual food drive to benefit Volunteers of America’s nutritional services kicks off on April 1, 2007. The division of Volunteers of America that benefits from the food drive includes, but is not limited to, City Harvest and Meals on Wheels. You can support this year’s drive by dropping off food items to any arc Thrift Store locations or by calling (303) 238-5263 (JANE).

During the last 6 years the April food drive has been spearheaded by arc Thrift’s telemarketing group, known as “Jane”. As they made their usual calls for donations of clothing and home items they reminded callers that they could also donate food items and **arc** would pick them up and deliver them to Volunteers of America. With this simple suggestion over 117,000 pounds of food were donated last year.

Distribution to Volunteers of America typically occurs in the month following the drive. **arc** Thrift stores Business Development Team, warehouse and trucking divisions are instrumental in making the delivery seamless.

In recent years, arc Thrift Stores has invited local businesses and other non-profits to assist with food collections and turn it into the “super drive”. arc Thrift supplies businesses with collection bins, brown paper bags emblazoned with the “FEED DENVER” moniker, and simple press kits. Last year over 20 high profile Colorado businesses took part and helped make the drive a success. This year we are please to partner with our newest sponsor the Colorado Crush, along with many returning businesses like Rose Medical Center and Steve Casey’s Recreational Sales, Citywide Banks has pledged their support for this drive.

arc Thrift owns and operates 18 stores along the front range of Colorado. Each store will act as a collection point for the food drive. To donate or for more information, please visit **[www.arcthrift.com](http://www.arcthrift.com)**

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