

## **KROGER NAMES BAY AREA TURNING POINT HOUSTON REGION'S LARGEST NEIGHBOR TO NEIGHBOR PROGRAM RECIPIENT**

DATE: August 23, 2011

Bay Area Turning Point, Inc. (BATP) was recently named the Houston region's largest and Texas' second largest recipient of Kroger's 2010-2011 Neighbor to Neighbor program. A check for \$15,659 was presented to the agency by Amy Howe, Consumer Affairs Specialist for the Kroger Southwest Division.

"Kroger is pleased to give back to its local communities in such a big way," said Howe. "Kroger's Neighbor to Neighbor donation program is a great way for churches, schools and nonprofits like BATP to raise funding."

Diane Savage, BATP President and CEO, agrees, "I hope this is an eye opener for those thinking they can't make a difference to a nonprofit. "It doesn't cost the consumer anything to link your Kroger Plus Shoppers Card, but when a percentage of your purchases are added with others – it can provide a huge reward."

To link your Kroger Plus Shoppers Card, go to BATP's website ([www.bayareeturningpoint.org](http://www.bayareeturningpoint.org)). Click on re-link your card and download the bar code. Simply take the bar code with you the next time you shop at Kroger and ask the checker to link your card. Links must be renewed every June.

BATP has provided recovery solutions to victims of family and sexual violence in the greater Bay Area since 1991. On October 1, the agency will mark a major milestone: two decades of serving, saving and restoring the lives of more than 75,000 women, children and men impacted by personal violence. The celebratory event will be held at Big League Dreams in League City, Texas. For the opportunity to support a local nonprofit that is making a positive difference, tickets are available for purchase at [www.bayareeturningpoint.org](http://www.bayareeturningpoint.org).

The Kroger Southwest Division operates 207 stores, 197 pharmacies and 104 fuel centers in Texas and Louisiana and is part of one of the nation's largest retail grocery chains serving customers in 31 states. For more than 125 years, Kroger has emphasized a customer-first approach to providing quality products, value pricing, outstanding service and an exceptional shopping experience. Headquartered in Cincinnati, Ohio, the supermarket retailer is dedicated to making a difference in the communities it serves by supporting hunger relief, education, women's health and wellness, and diversity programs. Since 2008, Kroger has annually donated \$1 million to deserving Texas and Louisiana organizations through the Neighbor to Neighbor program. To learn how you can participate or for more information, please visit [www.krogerneighbortoneighbor.com](http://www.krogerneighbortoneighbor.com).

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