



## NEWS

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**school assembly and backpack stuffing to take place on feb. 24**

**PGA TOUR WIVES, The THUNDERBIRDS and fry's team  
to fight child hunger through Blessings in a Backpack**

**Phoenix, Ariz.** – The PGA TOUR Wives Association, The Thunderbirds and Fry's Food Stores have teamed up to support Blessings in a Backpack, a non-profit organization dedicated to providing weekend nourishment to school children on the Federal Free and Reduced Meal Program. During next week's Waste Management Phoenix Open, the group will come together for a school assembly and backpack stuffing event on Wednesday, February 24 from 9 to 11 am at Nevitt Elementary School (4525 E. St. Anne Ave in Phoenix, 602-431-6640).

**Schedule For February 24 at Nevitt Elementary**

9:15 a.m. Children in auditorium and school assembly starts  
9:15 – 9:35 Remarks from guests and dignitaries  
9:40 – 9:55 School Choir  
10:00-11:00 Interviews and backpack stuffing with PGA TOUR Wives, Thunderbirds  
and school children, plus service project with kids and a special guest  
11:15 Event Ends

Every Friday, kids in schools participating in the Blessings in a Backpack program receive a backpack filled with easy-to-prepare and ready-to-eat food. Monday, the kids return the backpacks, ready to learn. Fry's Food Stores delivers a new shipment of food to the school mid week and then the cycle repeats the next Friday. Typical backpacks include ready-to-eat food items such as Fruit Roll Ups, juice boxes, instant noodles, peanut butter, macaroni and cheese, cereal, Pop Tarts, etc. Blessings in a Backpack does its best to make sure the food is kid-friendly, meaning it's lightweight, healthy, non-perishable and easy-to-prepare. Students who participate in the Blessings in a Backpack program show marked improvement in school attendance, test scores, behavior and health. Food is an essential building block, and in this case truly is a blessing, especially to a hungry child!

USA Harvest founder Stan Curtis started Blessings in a Backpack for children who get their best meals at school, giving them backpacks of food every Friday to take home and share with their families when they're away from their main source of nutrition. The program serves more than 106 schools and 26,000 children in the U.S. and Canada. For more information on Blessings in a Backpack, visit

[www.blessingsinabackpack.org](http://www.blessingsinabackpack.org)

PGA TOUR Wives Association, Inc., is a Florida not-for-profit corporation organization to render support and provide assistance to needy children and their families through the means of charitable events. The Association was incorporated in 1988 by wives of professional golfers on PGA TOUR. The PGA TOUR

Wives Association has raised a great deal of money for child related charities and has given much back to the game of golf through personal time and monetary contributions to those organizations. In addition to fundraising, members participate in Volunteer Service Projects, performing a myriad of services ranging from Habitat for Humanity builds to cooking in soup kitchens to playing with hospitalized children in communities where tournaments are held. For more information about the Association, visit the website at [www.pgatourwives.org](http://www.pgatourwives.org).

The Waste Management Phoenix Open will be played February 22 – 28, 2010, at the TPC Scottsdale. The tournament host Thunderbirds have raised more than \$65.9 million for charities, with more than \$37.9 million generated since 2004. The 2010 edition will mark the 75<sup>th</sup> playing of the event, making it one of the five oldest events on the PGA TOUR (not including the major championships). Title sponsor Waste Management, Inc., based in Houston, Texas, is the leading provider of comprehensive waste management services in North America. Through its subsidiaries, the company provides collection, transfer, recycling and resource recovery, and disposal services. It is also a leading developer, operator and owner of waste-to-energy and landfill gas-to-energy facilities in the United States. The company's customers include residential, commercial, industrial, and municipal customers throughout North America. For more information on Waste Management visit [wm.com](http://wm.com) or [thinkgreen.com](http://thinkgreen.com). For more information on the Waste Management Phoenix Open, visit [wmphoenixopen.com](http://wmphoenixopen.com).

#### **About Fry's Food Stores**

Fry's Food Stores is headquartered in Tolleson, Ariz. The company employs nearly 18,000 Arizona residents. The 120 Fry's Food Stores service more than two million customers per week. This year, Fry's celebrates 50 years of serving Arizonan's with fresh food at famous low prices. Fry's Food Stores is a proud member of the Kroger Co. based in Cincinnati, Ohio. For more information, visit the company's Web site at [www.frysfood.com](http://www.frysfood.com).