

News Release

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FOR IMMEDIATE RELEASE

CONTACT:

Corinne N. Powers

Junior League of Norfolk-Virginia Beach, Inc.

Phone Number: (347) 466-2969

Email: community.jlnvb@gmail.com

Junior League of Norfolk-Virginia Beach to Host Fifth Annual *Little Hands, Big Difference* Volunteerism Event for Area Youth

VIRGINIA BEACH, V.A. — The Junior League of Norfolk-Virginia Beach, Inc. (JLNVB) announces it will host the fifth annual *Little Hands, Big Difference* event supporting the Foodbank of Southeastern Virginia and Eastern Shore's 18th annual Mayflower Marathon food drive. Aimed at teaching youth the benefits of volunteerism, this occasion will offer children between the ages of five and 13 with the opportunity to participate in volunteer events, as well as additional educational activities.

Farm Fresh Food & Pharmacy[®], a partner of the Mayflower Marathon and long time supporter of the JLNVB, provided a charitable grant to allow the JLNVB to expand this year's event to reflect the new theme, "Day of Gratitude". Specifically, this year's effort will significantly expand children's exposure to giving and community service by allowing participants to give thanks by participating in a variety of tangible activities as well as give their time to an expanded number of new community service offerings.

In addition to creating a volunteer event that involves children and adults, *Little Hands, Big Difference* will contribute to the greater success of the Mayflower Marathon initiative, which collects donations to provide Thanksgiving meals to families in need in the Norfolk-Virginia Beach area.

"This is a fun, interactive way for children to find small, yet effective ways to give back to their community," said Lauren Kincade, co-coordinator of the event, "while also giving thanks for the blessings in their lives."

Activities will include sorting food, assembling children's toiletry kits for local domestic violence and homeless shelters, creating homemade gifts for loved ones, writing thank you cards and many other activities. The event will also offer nutritional lessons that families can utilize for their Thanksgiving Day meals, including an overview of label reading and an approved MyPlate portion sizes curriculum.

Little Hands, Big Difference, which is free and open to the public, will take place on Saturday, November 21, 2015 from 10:00 a.m. – 2:00 p.m. in the Target wing of Pembroke Mall. To learn more about the event, or how you can help, visit <http://bit.ly/LittleHandsBigDifference>.

About Junior League of Norfolk-Virginia Beach, Inc. (JLNVB)

The Junior League of Norfolk-Virginia Beach, Inc. is an organization of diverse women committed to promoting voluntarism, developing the potential of women and improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. The JLNVB is dedicated to creating a positive impact on the lives of women and children in South Hampton Roads. The Association of Junior Leagues International and the Junior League of Norfolk-Virginia Beach, Inc. reach out to women of all races, religions and national origins who demonstrate an interest in and commitment to voluntarism.

About Farm Fresh Food & Pharmacy[®]

Farm Fresh Food & Pharmacy, part of the SUPERVALU[®] INC. (NYSE: SVU) family of grocery stores, operates 41 stores in Hampton Roads and Richmond, Va., and Elizabeth City, N.C. Farm Fresh also operates a free-standing pharmacy located inside Children's Hospital of The King's Daughters. Formed in 1957 as a neighborhood grocery store with world-class service, today, Farm Fresh is recognized as a premier grocer in the Hampton Roads-area. Farm Fresh prides itself on providing its customers with competitively priced products, clean stores, one-stop shopping services, and a large selection of quality national and regional brands. For more information about Farm Fresh, visit www.farmfreshsupermarkets.com.