



California Oregon Broadcasting, Inc.
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KOBI-TV/NBC5 and KOTI-TV/NBC2 are partnering with Safeway and Albertsons for the Great Holiday Meal Drive

KOBI-TV/NBC5 and KOTI-TV/NBC2 are partnering with Safeway, Albertsons, US Bank and PacificSource Health Plans for the 5th annual Great Holiday Meal Drive this November and December.

Last year The Great Holiday Meal Drive collected over \$188,000. As a result, over 26,000 people enjoyed hot holiday meals throughout Southern Oregon. The goal this year is to raise more money and feed more local families during this holiday season. So far, over \$170,000 has been raised. All donations provided by Safeway and Albertsons efforts go to organizations such as ACCESS, UCAN Food Bank, Josephine Co. Food Bank, Klamath Lake Co Food Bank, South Coast Food Share.

“This collaboration with Safeway and our other partners, US Bank and PacificSource, is such an important community event for area families in need. None of our neighbors should go hungry, and we truly hope that everyone will consider helping out,” said Bob Wise, Vice President and General Manager of KOBI-TV/NBC5 and KOTI-TV/NBC2.

People can donate to the Great Holiday Meal Drive by purchasing \$1, \$5, and \$10 Santa Buck tax-exempt donations at any Southern Oregon Safeway and Albertsons checkout stand. Custom donations are also welcome. The campaign runs through December 25th.

On Tuesday, December 10th from 5pm-7pm, the public is invited to stop by the Safeway store located at 3169 Crater Lake Highway in Medford to make a donation. Executive Producer and NBC5 News Anchor Kristin Hosfelt will broadcast live from the store and talk with sponsor leaders for the event.

For more information regarding this media release, please contact Bob Wise at KOBI-TV/NBC5 at 541-779-5555.



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