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Safeway's People with Disabilities Campaign Begins March 29th
Several Arizona Non-Profits to Benefit from April Campaign;
FREE Cupcakes at all 115 Safeway locations on Saturday, March 30th to Celebrate

PHOENIX (March 25, 2013) — Safeway Inc.'s annual Support for People with Disabilities fundraising campaign to benefit Easter Seals, Special Olympics and an array of organizations that help people with disabilities live fuller, more independent lives, begins on Friday, March 29th.

This year, as a way to celebrate the thousands of customers and employees who generously support the campaign, Safeway will offer FREE cupcakes to customers, to kick-off the beginning of the month-long campaign which runs through April 30th. As part of **Cupcakes for the Cause**, FREE cupcakes will be given out to customers. Donations to support the campaign are encouraged, but not required.

"We are honored to be supporting Easter Seals Southwest Human Development, Easter Seals Blake Foundation, Special Olympics Arizona, Treasure House and other non-profit organizations," said Dan Valenzuela, President of Safeway in Arizona.

When customers enter any Safeway location in Arizona or Gallup, NM, from Friday, March 29 through April 30, they can donate at the register to support the campaign. When customers donate \$5 or more at the register they will receive a FREE ticket to get into the Maricopa County Fair which runs April 10-14 at the State Fair Grounds in Phoenix.

Each year Safeway dedicates the month of April to raising funds helping bring awareness to the needs of people with disabilities. While the hallmark of the campaign is a \$1 donation at checkout, the company also uses in-store broadcasts and video messages to customers and employees to share information about breakthroughs in research and new programs that help millions of people with disabilities in North America and around the world. To date, Safeway has raised and donated more than \$130 million to support organizations such as Easter Seals, Special Olympics and a range of other organizations that assist people with special needs.

"Safeway's annual fundraiser is helping to open a whole new world of possibilities and participation for countless Arizona children with disabilities, said Ginger Ward, M.A.Ed., Founder and Chief Executive Officer of Southwest Human Development. "As a company that proudly employs thousands of people with disabilities, Safeway knows the importance of allowing people to accomplish their goals and reach their fullest potential in life."

"The need for services and outreach to people with disabilities is greater than ever," said Tim Martin, President of Special Olympics Arizona. "We are appreciative and honored that Safeway and its thousands of employees are committed to helping Special Olympics make a significant difference in the lives of thousands of disabled people throughout Arizona. Safeway is our largest financial donor, and without Safeway's support we wouldn't be able to offer the wide-range of opportunities to assist the disabled we serve each day."



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In addition to in-store campaign activities, the company will also partner with Rebuilding Together, the nation's leading nonprofit working to preserve affordable homeownership, to plan and execute home or community center rehabilitation projects that serve people with disabilities. On Saturday, April 27, Safeway employees/volunteers will be deployed to assist Rebuilding Together "project managers" with various repairs, landscape, paint and remodel work at The Children's Center for Neurodevelopmental Studies at 5430 W. Glenn Drive, Glendale, AZ 85301. This is the fourth year in a row that Safeway has joined with Rebuilding Together to make homes and community centers more accessible.

In addition, an official Grand Opening of the Safeway Training Facility for People with Disabilities is planned for Wednesday, April 3rd from 3:30pm – 5pm at Gompers Habilitation Center, 6601 North 27th Avenue, Phoenix, AZ 85017. Students, school officials and Safeway representatives were on hand for ribbon cutting event.

About Safeway

Safeway Inc. is a Fortune 100 company and one of the largest food and drug retailers in North America based on sales. The company operates 1,678 stores in the United States and western Canada and had annual sales of \$43.6 billion in 2011.

About Easter Seals

Easter Seals is the leading non-profit provider of services for individuals with autism, developmental disabilities, physical disabilities and other special needs. For more than 90 years, we have been offering help and hope to children and adults living with disabilities, and to the families who love them. Through therapy, training, education and support services, Easter Seals creates life-changing solutions so that people with disabilities can live, learn, work and play. Visit www.easterseals.com or www.makethefirstfivecount.org.

About Southwest Human Development

Founded in 1981, Southwest Human Development has long been recognized as a leader in providing comprehensive services to young children ages birth to five and their families in five primary areas: child health and development, Easter Seals disabilities services, Head Start, early literacy and professional education and training for early childhood professionals. Southwest Human Development is Arizona's largest nonprofit organization dedicated to early childhood development, serving more than 135,000 children and their families each year. For more information, please call (602) 266-5976 or visit www.swhd.org.



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About Special Olympics

Special Olympics is an international organization that changes lives through the power of sport by encouraging and empowering people with intellectual disabilities, promoting acceptance for all, and fostering communities of understanding and respect worldwide. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to more than 3.7 million athletes in over 170 countries in all regions of the world, providing year-round sports training, athletic competition and other related programs. Special Olympics now take place every day, changing the lives of people with intellectual disabilities all over the world, from community playgrounds and ball fields in every small neighborhood's backyard to World Games. Special Olympics provides people with intellectual disabilities continuing opportunities to realize their potential, develop physical fitness, demonstrate courage, and experience joy and friendship. Visit Special Olympics at www.specialolympics.org. Engage with us on: Twitter @specialolympics; fb.com/specialolympics; youtube.com/specialolympicshq, and specialolympicsblog.wordpress.com.