Gowrie Group Launches Matching Challenge with $30,000 Donation to Benefit The Shoreline Soup Kitchens & Pantries

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Contact: Whitney Peterson, Gowrie Group VP Marketing, 860.399.2812, whitneyp@gowrie.com
Contact: Claire Bellerjeau, SSKP Director of Development & Outreach, 860.388.1988, cbellerjeau@shorelinesoupkitchens.org

Every year between Thanksgiving and the end of the year, Gowrie Group, Connecticut's largest independent insurance agency, challenges their local community of businesses and friends to team together to raise money to benefit The Shoreline Soup Kitchens & Pantries (SSKP). This year, Gowrie Group has set an ambitious goal of raising $200,000 for the SSKP through their annual challenge.

Gowrie Group believes strongly in giving back to the local community and is committed to help end hunger along the Connecticut shoreline. This belief has led Gowrie Group to focus their charitable giving on supporting The Shoreline Soup Kitchens & Pantries every year since 2004. Since the Gowrie Group Challenge began 13 years ago, more than $1,300,000 (which equates to more than 4 million meals) has been raised to benefit the SSKP.

Last year, the SSKP distributed enough food for over 1 million meals through five pantries and nine hot meal sites to people in need in the towns including Madison, Clinton, Westbrook, Old Saybrook, Essex, Old Lyme, East Lyme, Lyme, Deep River, Chester, and Killingworth. This year, the number of meals needed on the shoreline has risen over 9%.

In response to this continued growth, Gowrie Group is launching their 14th annual matching challenge with a $30,000 donation to The Shoreline Soup Kitchens & Pantries on November 15th. Five local companies have stepped forward as Partner Sponsors to provide an additional $25,000 in matching funds: LC Doane Company, Tower Labs, Lenny & Joe's Fish Tale, BrandTech Scientific and Sound Rigging Services.

Carter Gowrie, CEO of Gowrie Group said, “I am proud to be part of this annual effort which pulls together our clients, local businesses and friends to help the hungry along our shoreline. This year, more than ever, we need the community to team with us to meet our ambitious goal of raising $200,000.”

“Carter Gowrie is our champion who calls upon the business community to get involved in supporting Shoreline Soup Kitchens & Pantries. I am grateful to have his generous, genuine support. The financial support we receive through the Gowrie Challenge allows SSKP to meet the needs of the community. Thank you.” Ellen Rabin, Executive Director, SSKP.

Photo: Gowrie employees preparing to serve lunch. Back Row (from left to right): Ellen Rabin (Director SSKP), Dan Preston, Gayle Capezzzone, Janet Nicklas, Cheyla Archer, Sarah Archer, Sarah Davidson, Dave Geyer, Scott Gowrie, and Jan Magnusson. Front Row: Katherine Chirillo, Lindas Dillon, Deb Cameron, Linda Washburn, Shannon Schiesser, Shari Whitney, and Allison Smith.
Throughout the year, Gowrie Group and its employees donate time and services to soup kitchens and pantries across New England. Each summer, Gowrie employees prepare and serve a lunch at the SSKP meal site in Old Saybrook, CT. Employees work together to host food drives every holiday season at many of Gowrie Group’s locations including Westbrook CT, Darien CT, Newport RI, Marshfield MA, and Manchester NH. Many employees and their families also volunteer at food pantries and meal service locations across the region.

A special thank you to our 2017 Gowrie Challenge partner and media sponsors: L.C. Doane Company, Tower Labs, Lenny & Joe's Fish Tale, BrandTech Scientific, and Sound Rigging Services. Media Sponsors: Zip06 and WLIS/WMRD

Donations to the Gowrie Challenge can be made online; designate to “Gowrie Challenge”

Donations by mail should be sent to: The Shoreline Soup Kitchens & Pantries, Attn: Gowrie Group Challenge, P.O. Box 804, Essex, Connecticut, 06426

Two special events also benefit the Gowrie Challenge:
- “Black Friday Benefit Concert” at the Katharine Hepburn Cultural Arts Center on Nov. 24th

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The Shoreline Soup Kitchens & Pantries. Since 1989, providing food and fellowship to those in need in the towns of Chester, Clinton, Deep River, East Lyme, Essex, Killingworth, Lyme, Madison, Old Lyme, Old Saybrook, and Westbrook. www.shorelinesoupkitchens.org