

Gowrie Group Raises an Incredible \$145,000 to Benefit the Shoreline Soup Kitchens & Pantries

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Thanks to 400 local businesses and individuals, the Gowrie Group Challenge raised an incredible \$145,000 to benefit the Shoreline Soup Kitchens & Pantries (SSKP). Because of this increased participation and generosity, the 10th Annual Gowrie Group Challenge was by far the most successful ever. This year we surpassed our goal by \$25,000, and raised 22% more than ever before.

To accomplish this goal, Gowrie Group matched the first \$25,000 in donations, dollar for dollar. Our partner sponsors – LC Doane Company, The Safety Zone, Tower Labs, and Andre Prost – provided an additional \$25,000 in matching funds. This year two special community events, the “Black Friday Concert” at The Kate and the “Ahavah” Christmas Ballet, joined in the effort and each event contributed over \$6,000 to the Challenge.

Ed Gumbrecht, Gowrie Group’s President stated, *“The great campaign result is a credit to our friends and associates in the community who believe in looking out for our neighbors. We all see and value the extraordinary work that SSKP does all year long.”*

Hunger is real along our shoreline. More than 14% of Connecticut households report not having enough money to buy food and 9% of residents live at or below the poverty level. Whitney Peterson, Gowrie Group’s VP of Marketing shared, *“With the Shoreline Soup Kitchen experiencing an ever increasing demand for food services, and facing a 40% increase in food costs, Gowrie Group is proud to team with our local community to support the SSKP in such a meaningful way year after year.”*

All donations will be used to purchase healthy, much needed food for distribution through SSKP’s five weekly pantries. The money raised this year will provide enough food for over 345,000 meals for our neighbors who are struggling to feed their families. **Since the inception of the Gowrie Challenge 10 years ago, this effort has raised more than \$850,000 dollars to benefit SSKP. That translates to over 2 million meals.**

Gowrie Group and the Shoreline Soup Kitchens & Pantries are already looking towards the 2014 Gowrie Challenge, which will launch on **November 15, 2014.**

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