

January 7, 2010

## J. Kings Raises Money for Charity



**J**. Kings Food Service Professionals, Inc., raised more than \$20,000 during the month of October for the Maurer Foundation, a local charity that educates Long Island women in early breast cancer detection. The broadline foodservice distributor instituted its "Great Meals Great Cause Great Neighbors Campaign" to rally their customers in the food service industry to donate funds by purchasing pins and cookies.

"J. Kings is proud to work with the Maurer Foundation to help raise money and build awareness of this devastating disease," said John King, founder and chief customer officer. "While the campaign was in observance of Breast Cancer Awareness Month, our vision is to keep the awareness going year round, as the funds raised will help educate local women in the months to come."

*"It was important to J. Kings to choose a charity that works directly with the local community, since Long Island has the nation's highest rate of breast cancer. King explained, 'One in every eight women on Long Island will develop breast cancer in their lifetime, so we thought it was particularly fitting to support a local breast cancer organization, because we're a company that supports our local community.'"*

J. Kings customers were encouraged to purchase 500 pink ribbon breast cancer pins for a cost of \$500, with all proceeds going directly to the Maurer Foundation. Food service establishments could also purchase White Cookies with a Pink Ribbon (similar to the traditional and well loved Black and White cookie) with 50 cents per cookie donated to the Maurer Foundation.

"The pink ribbon cookies are a great new dessert item that practically flew off the shelves. And the pins were popular for our customers too," King stated. "Restaurants, delis and other foodservice operations have a variety of ways they've utilized the pins, whether they're sold or used as a giveaway item."

J. Kings also brought two other entities on board, Great Local Restaurants of New York, and Crossroads Billboards, to further promote the Maurer Foundation. Great Local Restaurants, a network of Nassau and Suffolk County independent restaurants, sponsored the 14th Annual Maurer Foundation Golf Outing. Crossroads Billboards, a Bohemia-based truck advertising business, donated advertising space on two J. Kings trucks to promote the Maurer Foundation.

"We're glad to see awareness of the Maurer Foundation spreading as our trucks make deliveries across Long Island," said Burke Liburt, managing partner of Crossroads Billboards. Founded in 1995 by a native Long Islander, Dr. Virginia Maurer, the Maurer Foundation's mission is to save lives through its breast health education programs. For information, visit [www.maurerfoundation.org](http://www.maurerfoundation.org).