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Ravitz Family Markets Supports American Soldiers Overseas Through \$26,800 Donation to Operation Yellow Ribbon

CHERRY HILL, NJ, September 24, 2013 – Thanks to employees’ commitment and customers’ enthusiastic support, hundreds of brave soldiers protecting our freedom overseas have received care packages filled with Tastykakes, dried fruit, beef jerky, ground coffee, and other reminders of home. The packages were made possible with funds raised by Ravitz Family Markets employees in its five ShopRite supermarkets in Burlington and Camden counties.

Ravitz Family Markets’ employee-driven program has donated \$95,000 since 2007 to help U.S. troops deployed around the world. It is the premiere annual campaign for Operation Yellow Ribbon of South Jersey which sends care packages overseas and organizes welcome home programs for the troops.

CAPTION: Ravitz Family Markets representatives accept plaques on behalf of the stores’ employee Cares Committee and its \$26,800 donation to Operation Yellow Ribbon of South Jersey. Pictured left to right are Ken Brahl, Cynthia Giambrone, Patti Williams, Nick Lamonaca, Lance Bocelli, Frank Wunder, Suzanne Thiel, and Shawn Ravitz, Vice President of Administration of Ravitz Family Markets.

“More than 90 people are currently on our waiting list, and we’re so fortunate for the support from Ravitz Family Markets that allows us to continue sending boxes that can raise the spirits of an entire unit,” said Dave Silver, co-founder of Operation Yellow Ribbon.

“Many of the young men and women who are fighting to protect our freedom are children of our customers and the same age as our associates,” said Shawn Ravitz, Vice

President of Administration of Ravitz Family Markets. “Reminding them that their neighbors are supporting them back home is the least we can do for these brave and selfless individuals.”

About Ravitz Family Markets’ Cares Program

This employee-managed initiative drives Ravitz Family Market’s outreach programs in the communities surrounding its five ShopRite supermarkets in Burlington and Camden counties. Cares Committee members choose non-profit organizations to support and engage more than 1,000 of their fellow employees and tens of thousands of customers in the effort. Employees have raised more than \$500,000 for local non-profit organizations simply by asking customers and vendors to help.

About Operation Yellow Ribbon of South Jersey

Operation Yellow Ribbon of South Jersey is a volunteer-driven nonprofit that supports U.S. Military Forces serving in Afghanistan by collecting supplies and goodies to assemble into care packages and coordinating welcome home events for South Jersey veterans through partnerships with patriotic organizations such as the Warriors Watch Riders. Since January 2013, Operation Yellow Ribbon has shipped more than 630 care packages to American troops overseas.

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