

**\*\*\* MEDIA ALERT \*\*\***



**NEW ENGLAND PATRIOTS AND GOODWILL WILL DISTRIBUTE THANKSGIVING FOOD BASKETS TO FAMILIES IN NEED**

*Food donated by Shaw's Supermarkets and Willow Tree Farms*

**WHAT:** Photo and story opportunity to capture the spirit of Thanksgiving at Goodwill's Boston headquarters with the New England Patriots, as individuals from Goodwill's job training and youth programs receive Thanksgiving food baskets.

Many of these individuals face significant challenges in their lives and have come to Goodwill to gain the skills and confidence they need to build better lives for themselves.

This event is sponsored by the New England Patriots Charitable Foundation, Shaw's Supermarkets, and Morgan Memorial Goodwill Industries.

**GREAT VISUALS:**

- New England Patriots players and staff distributing overflowing food baskets filled with turkeys and Thanksgiving fixings to 200 families in need.
- People with disabilities or other barriers to self-sufficiency sharing their compelling stories about what this holiday means to them and how Goodwill has made a difference in their lives.
- Canned goods, stuffing, pies and other food donated by Shaw's Supermarkets.
- 200 turkeys donated by Willow Tree Farms in Attleboro, Mass.
- 200 baskets donated by Sterilite Corporation in Townsend, Mass.

Goodwill's mission is to provide exemplary job training and related services to help individuals with disabilities and other barriers to self-sufficiency to achieve independence and dignity through work.

**WHEN:** New England Patriots-Goodwill *Thanksgiving-in-a-Basket* Reception  
Monday, November 24, 2008, 5:30 PM to 7:00 PM

**WHERE:** Goodwill headquarters at 1010 Harrison Avenue in Roxbury

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## **GOODWILL – NEW ENGLAND PATRIOTS THANKSGIVING-IN-A-BASKET RECEPTION**

### *History*

Goodwill began its Thanksgiving Food Basket tradition with Robert Kraft and the New England Patriots 14 years ago when Mr. Kraft purchased the team. Each year, players greet basket recipients with baskets filled with all of the ingredients for a traditional Thanksgiving dinner. Many of the recipients face significant challenges in their lives and have enrolled in programs at Goodwill to gain the skills and confidence they need to build better lives for themselves. Over the years, the New England Patriots Charitable Foundation has been instrumental in securing food donations for the baskets. We are proud to have Shaw's Supermarkets, the official supermarket of the New England Patriots, as a sponsor, along with Willow Tree Farms and Sterilite Corporation.

### *This Year*

- 200 families are receiving food baskets.
- Food basket recipients are currently enrolled in Goodwill job training programs and have recently found work with Goodwill's help, or have children who participate in Goodwill's youth programs.
- Shaw's Supermarkets has donated cranberry sauce, gravy, peas, green beans, corn, stuffing, potatoes, quick breads, oranges and pies.
- Willow Tree Farms has donated 200 turkeys.
- Sterilite Corporation has donated 200 baskets.

### *About Goodwill*

For more than a century, Goodwill has provided job training programs and partnered with the business community to provide meaningful work opportunities for individuals with disabilities and other barriers to self-sufficiency. The eight Goodwill Stores and one outlet store in eastern and central Massachusetts provide on-the-job training opportunities for Goodwill participants and support Goodwill's programs. In addition, Goodwill operates Boston Career Link, a one-stop career center, which offers universal access to a broad range of services for job seekers, individuals who are looking to advance or change careers, and employers seeking good job candidates. Goodwill also offers programs that foster academic achievement and career aspirations among urban youth. Goodwill annually serves more than 9,500 people.

[www.goodwillmass.org](http://www.goodwillmass.org)

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