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For Immediate Release

Sistas of AZ again named a ‘Giving Hope A Hand’ recipient Fry’s Food Stores donates \$6K to assist organization in educational outreach programs



PHOENIX – Fry’s Food Stores – a division of The Kroger Co., one of the largest retail food companies in the U.S. – has again named Sistas of AZ a recipient of its Giving Hope A Hand program.

Fry’s President Jon Flora recently presented a check for \$6,000 to Sistas Founder Tina Brown at one of his store grand openings in Chandler, Ariz. Sistas of AZ – a nonprofit organization, whose focus encourages healthy living – will use to support its PINK 365 breast cancer awareness campaign.

This is the third year in a row that the nonprofit has received the award.

The award will benefit Sistas’ ongoing initiative – PINK 365 – a breast cancer awareness campaign, which targets women of color and is supported and funded by Susan G. Komen for the Cure Phoenix Affiliate. Since its inception in 2008, PINK 365 has hosted 97 events in partnership with various community organizations, resulting in more than 4,000 free mammograms to uninsured and underinsured women.

On Jan. 7, Sistas will host its first, free PINK 365 mammogram event of 2012 from 9 a.m. to 1 p.m. at Pilgrim Rest Baptist Church, 1401 E. Jefferson in Phoenix. The Fry’s donation is helping to make the screenings for Valley women possible at no charge.

“Aside from non-melanoma skin cancer, breast cancer is the most common form of cancer in women, the number one cause of cancer death in Hispanic women and is the second most common cause of cancer death in white, black, Asian/Pacific Islander and American

Indian/Alaska Native women,” Brown said. “Being again recognized by Fry’s and its Giving Hope A Hand program means we can reach even more women who would not normally have the means – or the access – to be checked for breast cancer.”

In recent years, Sistas has partnered with Native Health, Asian Pacific Community in Action, the Worthy Institute and others to educate and inform women – especially those of color – about the importance of early screening and regular check-ups.

For more information, contact Tina Brown at (480) 695-2615 or visit sistasofaz.com.

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About Sistas of AZ

Sistas of AZ is a volunteer group of African-American women, who are community leaders representing various organizations, businesses and diverse backgrounds. Its mission is to educate and empower *all* women to make responsible choices about their health and to help reduce health disparities as it relates to reproductive and sexual health, cancer, heart disease, domestic violence and other issues.

About Fry’s Food Stores

Fry’s Food Stores is headquartered in Tolleson, Arizona. The company employs more than 18,300 Arizona residents. The 121 Fry’s Food Stores service more than one million households per week. Fry’s has been serving Arizonans with fresh food at famous low prices since 1960. Fry’s Food Stores is a proud member of the Kroger Co. based in Cincinnati, Ohio. For more information, visit the company’s web site at www.frysfood.com.

About Fry’s/Kroger’s Giving Hope A Hand program

Fry’s/Kroger’s Giving Hope A Hand program is committed to finding a cure for cancer and helping women and their families find the treatment and resources they need to face their illness head on. With the help of key vendor partners who share the commitment to eradicating this cancer – and providing support to those who face it – the Kroger family of stores once again will be *Giving Hope A Hand* by investing \$3 million for breast cancer awareness, treatment and research in the communities we share.

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