



**For immediate release**

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## **C&S Launches Community Involvement Web Site: Nourishing Change, Strengthening Communities**

**Keene, N.H.** – C&S Wholesale Grocers is making a difference in the communities it serves, and now there is a new area of the corporate Web site featuring our community involvement initiatives. The site, which is available in both English and Spanish, includes links to help local nonprofit groups apply for grants through our outreach programs.

“These programs align with our business,” said Bruce Johnson, Executive Vice President at C&S. “There’s an intrinsic link between what we do, our employees, and our efforts to bring about positive change, particularly where we operate. The new web site is a way for the company to communicate our social impact and focus.”

Highlighted on the site:

- Core initiatives
- National nonprofit partners
- Giving process
- Volunteerism programs
- 2004–2008 C&S Community Involvement Reports

“C&S is a company that cares. Our aim is to engage visitors to the Web site in a way that is informative, contemporary and user-friendly,” said Gina Goff, Director of Community Involvement. “The look and the message we want to convey via the site expands upon the four core initiatives we recently introduced: Hunger (represented by the slice of bread), Children and Community (symbolized by the heart), the Environment (signified by an apple) and Volunteerism/Civic Action (represented by the outstretched hand). The issue we’re most concerned about is hunger, so there’s an emphasis on that and our signature nonprofit on the site,” she added.

The Web site also offers visitors several options to get involved, including links to the company’s signature national nonprofit partners, a link to VolunteerMatch and to the recently introduced Declaration of Service. Twitter is being used to position C&S as a thought leader on community initiatives that are important to the company.

C&S anticipates that visitors to the site will include future and current employees, customers and vendors, business colleagues and community activists.

Two Keene, NH based firms, Communicators Group and Lucidus, worked with C&S on the website design and development.

To view, please visit <http://www.cswg.com/community>.

### **About C&S Wholesale Grocers**

C&S Wholesale Grocers, Inc. is a privately owned company with annual sales of more than \$18 billion. The company is the 12th largest privately held company in the nation, as ranked by Forbes magazine. Founded in 1918, C&S provides distribution services to grocery chains and independent stores, delivering to approximately

4,600 locations from its distribution centers in Vermont, Massachusetts, Connecticut, New York, New Jersey, Maryland, Pennsylvania, South Carolina, Alabama, California and Hawaii.

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