



Contact:  
Doreen Pustizzi  
Special Olympics New Jersey  
609-896-8000 ext. 274  
dlp@sonj.org

Additional Contact:  
Brian Dowling  
Safeway Inc.  
925-467-3787

FOR IMMEDIATE RELEASE  
April 1, 2010

## **Genuardi's Celebrates More Than 20 Years of Support for People with Disabilities Continuing Annual Spring Promotion with Special Olympics**

*Local Safeway and Genuardi's Stores partner with Special Olympics New Jersey and Easter Seals.*

LAWRENCEVILLE, NJ – Safeway Inc. (NYSE:SWY), one of the nation's leading retailers with a commitment to supporting people with disabilities, will once again include Special Olympics in their annual promotion devoted to raise funds and support people with disabilities. Easter Seals will also benefit from this month-long promotional campaign held by Safeway, a corporation which is one the largest employers of people with disabilities nationwide.

“We are privileged that for the third year in a row Safeway has continued to involve us in such an incredible effort to enhance the lives of people with disabilities,” said Special Olympics Chairman and CEO Timothy Shriver. “Special Olympics is dedicated to unite communities nationwide as we continue to foster a movement of inclusion and acceptance for those with intellectual disabilities. Our partnership with Safeway further demonstrates how local communities and businesses can unite to support the movement as we collectively work to show the deserved respect and dignity for those with intellectual disabilities.”

Special Olympics New Jersey is part of a national partnership that covers 22 states in the U.S., the District of Columbia and locations in Canada where Safeway does business. In New Jersey it is the local Genuardi's supermarkets, owned and operated by Safeway, that will be participating in the campaign. Locations include Cherry Hill, Egg Harbor Twp., Marlton and Barnegat.

Local members of the community will be able to support Special Olympics at their local stores between March 28 and May 2 as part of a customer fundraising campaign where shoppers will be asked at checkout if they would like to donate \$1 or more to support people with disabilities.

### **About Special Olympics New Jersey**

Special Olympics New Jersey provides free year-round sports training and athletic competition in 24 sports for more than 21,000 children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

### **About Safeway**

Safeway Inc. is a Fortune 50 company and one of the largest food and drug retailers in North America, based on sales. The company operates 1,725 stores in the United States and western Canada and had annual sales of \$40.8 billion in 2009. The company's common stock is traded on the New York Stock Exchange under the symbol SWY. Safeway supports a broad range of charitable and community programs and in 2009 donated more than \$250 million to important causes, such as cancer research, education and hunger relief. [www.Safeway.com](http://www.Safeway.com)

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