

CLEAR CHANNEL CONNECTION

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Ben & Matt's Million Can Crusade

KNIX Radio, Safeway, and Desert Schools Credit Union to Collect Canned Food for St. Vincent de Paul Food Drive collection at Safeway Stores November 1-31, 2008

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In an effort to help Arizona's hungry, KNIX's morning duo, Ben & Matt, will conduct their Million Can Crusade to collect one-million cans of non-perishable food items for St. Vincent de Paul. 116 Safeway stores state-wide will help in the cause along with Desert Schools Federal Credit Union.

"We're seeing unprecedented need for help this year. We're getting more calls than ever before from families asking for emergency food boxes. So we really appreciate the help from Ben and Matt, Safeway, Desert Schools Federal Credit Union and the community to meet this great need" said St. Vincent de Paul's Executive Director Stephen Zabalski.

Safeway's Cathy Kloos, Director of Public Affairs and Government Relations states, "Safeway is proud to partner with KNIX and St. Vincent de Paul for the Million Can Crusade to provide much needed food for the St. Vincent de Paul pantry."

"With the economy the way it is, and the holidays right around the corner, it's important to help people in the Valley who are struggling right now," said KNIX's Ben and Matt. "We are new to Arizona and are hoping this grass roots crusade catches fire and we can put a million cans of food on the shelves for our new neighbors!"

64 Desert Schools Federal Credit Union branches will also participate by collecting cash donations for the Million Can Crusade. The account number to donate at Desert Schools Federal Credit Union is #1063152.

"We are proud to be a part of this community outreach effort with KNIX! It's wonderful to see everyone come together, focus on a cause and realize we can make a difference! We fully support Ben and Matt and can't wait to celebrate the success of this drive." states Kari Watts, Media & Partner Relations Director for Desert Schools Federal Credit Union.

KNIX along with air personalities Ben & Matt will conduct a series of radio remotes to collect cans throughout the month. Get all the locations and times at www.knixcountry.com.

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