

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT

General Information:
Katheryn Menaged
Phone: 917-763-4769
SophieJoe's Emporium
Email: kkatwalk168@aol.com
web: www.sophiejoesemporium.com

CONTACT

Photos and Print Materials:
Rae Neisen Creative, Inc.
Phone:: 651-457-9934
email: raeneisen@comcast.net

SOPHIEJOE'S EMPORIUM LAUNCHES - Give 5, Get 5.

(Saint Paul, Minnesota – (November 1, 2011) November 1, saw a Tea Party at SophieJoe's Emporium on West 7th in St. Paul, to launch their Give 5 - Get 5 Holiday Food Drive for Second Harvest Heartland.

SophieJoe's Emporium collected several hundred pounds of food for Second Harvest during the first week of the drive. Bring in 5 items of the Most Needed Items list (following) and get a 5% discount coupon good at SophieJoe's Emporium. On December 1, 2011 SophieJoe's will be having DIAPER DAY. Bring in any package of diapers, infant, baby or adult and receive a 5% discount coupon. All diapers will be delivered to Second Harvest Heartland.

Last year, one in 10 Minnesotans was at risk of not having enough to eat and hungry Minnesotans missed 125 million meals. Many must choose between food and other needed essentials: rent to keep a roof over their heads; gas for the car that gets them to their job or medications they need to manage chronic illness. Hunger in our region has doubled over the past five years.

SophieJoe's Emporium is a locally-owned shopping emporium with over 50 different artisans and vendors where each dealer showcases their individual vision of fashion, décor and collectibles.

The Second Harvest Heartland Holiday Food Drive at SophieJoe's Emporium will run through December 31st.

For more information, contact Kat Menaged at 917-763-4769 or email her at kkatwalk168@aol.com. For additional photos or SophieJoe's print materials, please contact Rae Neisen Creative, Inc. at 651-457-9934 or email her at raeneisen@comcast.net.



Many stopped into SophieJoe's to enjoy tea, hear about Second Harvest Heartland's mission and drop off non-perishable food items at the event.



Shirley Payne, proprietor of SophieJoe's welcomed everyone to the Second Harvest Tea Party and expressed her excitement and commitment to the Second Harvest Holiday Food Drive.



George Golden-Second Harvest
Shirley Payne – SophieJoe's
Sara Ibis – Second Harvest
Nancy Zingale – Second Harvest



Sean Ryan – Lavender Magazine
Ed Piechowski – Lavender Magazine
Sara Ibis – Second Harvest Heartland
Shirley Payne – SophieJoe's



Sean Ryan of Lavender magazines places food donations into the Second Harvest Heartland food barrel.

You can
**MAKE A
DIFFERENCE.**

While we appreciate every single food donation, we strive to offer a diversity of food that helps balance nutritional intake and diet - especially important to children, seniors, immigrants and those with health challenges. Second Harvest Heartland also provides various household products that provide families with additional assistance in making ends meet.



MOST NEEDED ITEMS



MEATS, FISH AND PROTEIN

Canned tuna, ham or chicken, beef stew, chili, peanut butter, canned/dried beans



FRUITS AND VEGETABLES

100% fruit juice, canned fruits and vegetables, instant potatoes, fruit preserves



COMPLETE MEALS

Pasta & sauce, boxed meals, hearty soups



GRAINS

Cereal, rice



HYGIENE PRODUCTS

Shampoo, deodorant, soap, diapers, toilet paper, feminine hygiene, toothpaste



CLEANING SUPPLIES

Laundry detergent, paper towels, kitchen and bathroom cleaners

Food & Fund Drive

IT'S SERIOUS FUN.

GIVE 5 GET 5

SophieJoe's has teamed up with Second Harvest Heartland for a Holiday Food Drive. Bring in 5 items from the MOST NEEDED ITEMS list below between November 1 and December 31, and receive a 5% discount card for Sophie Joe's Emporium merchandise.

We will also accept your cash donations for Second Harvest Heartland.

MOST NEEDED ITEMS



MEATS, FISH AND PROTEIN

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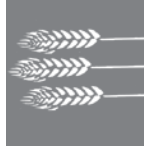
FRUITS AND VEGETABLES

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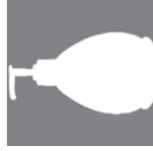
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HYGIENE PRODUCTS

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CLEANING SUPPLIES

Laundry detergent, paper towels, kitchen and bathroom cleaners

SophieJoe's
EMPORIUM



second harvest
HEARTLAND

