

For Immediate Release

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Local Shoppers Help the Hungry & Homeless

Birmingham-area shoppers helped to provide meals to those in need

BIRMINGHAM, Ala., Jan. 8th, 2019 – Even while shopping for groceries to feed their own families, Birmingham-area shoppers made a phenomenal effort to help provide meals to the homeless and hungry of the Jimmie Hale Mission.

During the 18th annual Western Supermarkets **Scan-A-Meal for Missions** program, shoppers have raised more than \$8,000 *which translates into nearly 4,500 meals!* During the 2018 holiday season, shoppers elected to add a \$1.95 to their total in order to provide a meal to the homeless and hurting in the Birmingham area.

Over the 18 years that Western has partnered with JHM, their shoppers have donated over \$206,000 which equals more than 105,000 meals provided to the homeless and hungry men, women, and children they serve.

During the last year alone, the Jimmie Hale Mission provided more than 200,000 meals to men, women and children in need and anticipates providing around 50,000 meals during the upcoming spring and Easter season.

On **Wednesday, January 8th at 9:30 a.m.**, Western Supermarkets President Darwin Metcalf, will present this year's donation to Tony Cooper, executive director of the Jimmie Hale Mission ministries. This year's check presentation ceremony will be held at the [Western Supermarket corporate headquarters](#), located in Homewood.

Donations are needed year-round and providing a meal costs only \$1.95.

Donations can be made to the Jimmie Hale Mission:

- By mail at P.O. Box 10472, Birmingham, AL 35202
- Over the phone at (205) 323-5878
- Online with our secure donation page at www.jimmiehalemission.com.

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About The Jimmie Hale Mission

Downtown Jimmie Hale Mission, Inc. is a Christian-based, 501c3 charitable organization that celebrates its 75th anniversary in 2019. What started as a storefront chapel has grown to include a shelter for homeless men, Bible-based 12-step recovery programs, learning centers for education remediation and career readiness, and a shelter for homeless women and children called Jessie's Place. Discovery Clubs is also a ministry of the Jimmie Hale Mission. JHM is not a United Way agency. For more information, contact our business office at (205) 323-5878 or visit our online [media kit](#).