

For Immediate Release

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## **Giving Back, While Grocery Shopping**

### *Birmingham-area shoppers set a new record in giving*

BIRMINGHAM, Ala., **Feb. 8, 2016** – Even while busily shopping for groceries for their own families, Birmingham-area shoppers made a phenomenal effort to help provide meals to the homeless and hungry of the Jimmie Hale Mission. This year in fact, **shoppers set a new record for donations given to those in need.**

Local Western Supermarkets held their 15<sup>th</sup> annual **Scan-A-Meal for Missions** program during the 2015 holiday season. Shoppers could elect to add a \$1.95 to their total and that added up to a lot of meals for those who needed it most. All those donations of \$1.95 added up to more than \$15,000 – a record high over previous year’s donations!

On Monday morning, Western Supermarkets President Darwin Metcalf, will present this year’s donation to Tony Cooper, executive director of the Jimmie Hale Mission ministries.

***“This donation represents more than \$15,000 that customers in Western Supermarkets have donated to us. That donation translates into over 8,100 meals!”*** said **Tony Cooper**. *“Over the 15 years that Western has partnered with us, their shoppers have donated over \$174,000 which equals more than 89,000 meals provided to the homeless and hungry men, women and children we serve.”*

This year’s check presentation ceremony will be held Monday, Feb. 8<sup>th</sup>, at 9:30 a.m. at the Western Supermarket corporate headquarters, located in Homewood.

During the last year alone, the Jimmie Hale Mission provided more than 218,000 meals to men, women and children in need and anticipates providing around 50,000 meals during the upcoming spring and Easter season.

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](http://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 does not receive United Way funding. What started as a storefront chapel has grown to include a shelter for homeless men, Bible-based 12-step recovery programs, fundraising thrift stores, 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. For more information, contact our business office at (205) 323-5878 or visit our online [media kit](#).