

From: Simple Needs GA
Marietta, Ga.

For Immediate Release

SIMPLE NEEDS GA BECOMES PART OF KROGER COMMUNITY REWARDS PROGRAM.

--Shoppers, who keep all of their existing discounts and rewards, can now support SNGA each time they swipe their Kroger Plus cards.

MARIETTA, Ga. (1/29/2014) —Simple Needs GA (SNGA), a Marietta-based nonprofit organization focused on helping children, people experiencing homelessness, and others in need, is now part of the Kroger Community Rewards program. “That means shoppers can support our mission each time they use their Kroger Plus cards,” explained SNGA board member Kevin Powell. “We’re grateful to Kroger for approving our application and helping us assist people in need.”

In signing up for the program, shoppers keep all of their current Kroger Plus rewards and discounts, Powell explained. “The neat thing about this program is, Kroger shoppers who sign up for Community Rewards lose nothing at all,” he said. “This is based on the sales generated by SNGA supporters: The more they shop for basic grocery items at Kroger, in other words, the more money Kroger donates to SNGA. It is truly a win-win for everyone involved.”

To sign up, visit Kroger.com, click “Community” and then, after the Community page loads, click “Community Rewards” (left hand side). Next, either sign in as an existing user or choose “Create an Account” and follow the prompts, which include entering the 12-digit number found on your Kroger Plus card.

Save your information and activate your account via email. Then click the “enroll” button under the Community Rewards tab in your profile and enter Simple Needs GA (code 29265) as the organization you wish to support.

“If you do not have a Kroger Plus card, it only takes a few minutes to get one. You can stop by any Kroger store and fill out a short application. Kroger will give you the card immediately,” Powell said. “Once you are enrolled, you’ll earn rewards for Simple Needs GA every time you shop and use your Plus Card, and you’ll keep earning rewards points for yourself.”

Participants in the Community Rewards program must re-enroll each year to continue earning rewards for SNGA. Kroger limits a quarterly household contribution to \$300.

For more information on the Kroger Community Rewards program, visit <https://www.kroger.com/article/kroger-community-rewards-3>.

For more information about Simple Needs GA, email info@SimpleNeedsGA.org, visit our blog at simpleneedsgablog.com or check out our Facebook page at facebook.com/simpleneedsga.

About Simple Needs GA (SNGA)

SNGA’s mission is to meet the simple needs of children, people experiencing homelessness, and others in need, while inspiring our community to do the same. The Marietta, Ga.-based

501(c)(3) nonprofit offers several community-based programs. Donors and volunteers provide full-sized toiletries and other useful items to people experiencing homelessness. They furnish tents, sleeping bags, tarps and other essentials to those living in the woods or on the street, and supply families with cleaning supplies, toilet paper and other household necessities. Other initiatives include helping families buy their kids new shoes through the use of donated gift cards, and bringing new presents and basic necessities to disadvantaged schoolchildren celebrating their birthdays. For more info, visit SimpleNeedsGA.org.

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