



FOR IMMEDIATE RELEASE

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## **Pickens County Meals on Wheels Teams Up with Subaru for “Most Meals” Contest to Help Local Seniors in Need**

*Subaru’s “Share The Love” Event helps deliver nutritious meals and compassion to Pickens County’s homebound elderly and disabled citizens.*

**Pickens, South Carolina** (December 13, 2011) – Pickens County Meals on Wheels recently joined forces with local Subaru dealerships to compete in Meals On Wheels Association of America (MOWAA)’s “Most Meals” Contest as part of Subaru of America, Inc.’s “Share The Love” Holiday Event. MOWAA plans to award \$150,000 in “Most Meals” grants to Meals On Wheels programs throughout the country that recruit dealership employees to volunteer, deliver meals in Subaru vehicles, and engage community members in the fight to end senior hunger.

As part of the competition, Pickens County Meals on Wheels plans to work with local Subaru dealerships during the holiday season to create awareness about senior hunger. By promoting the Subaru campaign, Meals on Wheels hopes to enlist the assistance of hundreds of Meals on Wheels volunteers, donors and supporters in the fight to end senior hunger.

Subaru will donate \$250 for every new Subaru vehicle sold or leased to the customer's choice of one of five charities, including MOWAA. "We are honored to be selected as one of the “Share The Love” charities for the fourth year in a row," said MOWAA President and CEO, Enid Borden. "Subaru is a “Most Meals” grants awarded by MOWAA to select participating Meals On Wheels programs will range between \$500 to \$5,000.

The country’s economic downturn has made it more difficult to raise money to continue providing meals and companionship to the community’s homebound seniors. For the past four years, Pickens County Meals on Wheels has been on a path of incremental growth and has increased its capacity from serving 132 clients in 2007 to 230 clients in 2011. If awarded the MOWAA funds, Pickens County Meals on Wheels will use the grant proceeds to sustain our programs integrity and reach.

“Even if our volunteers, donors and supporters are not in the market for a new Subaru, with a few simple clicks on [Facebook](#) they will help Pickens County Meals on Wheels secure grant money that will keep our wheels rolling!” said Executive Director, Meta Bowers. As part of the 2011 "Share The Love" Event, Subaru is holding a [Facebook contest](#) where you can vote for your favorite "Share the Love" charity! Between November 19 and January 3, visitors to the ["Share The Love" Facebook page](#) can vote for Meals on Wheels Association of America and Subaru will donate \$1 for every vote that MOWAA receives—up to a total of \$250,000!

Pickens County Meals on Wheels exists to combat the effects of hunger, loneliness and isolation on those living in Pickens County, and to provide a lifeline through the use of caring volunteers. “With your help, we can help end senior hunger on [Facebook](#) with one **"like"** at a time!” said Bowers.

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