

# MEDIA ADVISORY



## CONTACT:

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## MEALS ON WHEELS SIXTH ANNUAL COIN DRIVE

Community Bridges Meals on Wheels in partnership with Bay Federal Credit Union is conducting its annual Piggy Bank Coin Drive throughout the month of February.

To launch the Coin Drive this year, Team Giving an employee/employer charity/volunteer group at System Studies, Inc. in Santa Cruz will deliver a kick-off donation, in the form of an oversized check, to Meals on Wheels.

**When: Monday, January 31, 9:45 am**

**Where: Bay Federal Credit Union  
3333 Clares St. in Capitola**

**Photo Op: Oversized check and oversized piggy bank**

**Attending and available for interview:**

**Sheryll Hiatt, Team Giving leader, System Studies, Inc.  
Bill Simpkins, CEO of System Studies, Inc.  
Sam Storey, CEO of Community Bridges  
Lisa Berkowitz, Program Director of Meals on Wheels  
Karen Medina, Volunteer Driver from Meals on Wheels  
Carrie Birkhofer, CEO of Bay Federal Credit Union**

Local residents are being asked to pitch-in their coins to “adopt a pig”: Bring at least \$5 in to any Bay Federal branch in the month of February, and you can take home a cute boxed ceramic pig.

Branches are located in Aptos, Capitola, Freedom, Santa Cruz, Scotts Valley, Ben Lomond, and Watsonville.

For seniors who are isolated and unable to prepare meals or shop, the Meals on Wheels daily meal and friendly visit mean a lot. Meals on Wheels Program Director Lisa Berkowitz said,

“Donations and volunteer support account for a significant part of our work. As our senior population lives longer nowadays and as the baby boom generation ages, demand continues to grow for this program that helps elders stay in the comfort of their own homes.”

In addition to home-delivered meals, the program also operates five senior dining sites throughout Santa Cruz County in Watsonville, Santa Cruz, Live Oak, Ben Lomond, and Scotts Valley.

To learn more about how you can adopt a pig, volunteer, or make a donation, contact Meals on Wheels at 464-3180 or [lisab@cbridges.org](mailto:lisab@cbridges.org). You can also stop by any Bay Federal Credit Union location.

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