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For Immediate Release

Jewish Family Service Chosen as Beneficiary of Jimbo's Annual Customer Appreciation Sale, Saturday April 12, 2014

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San Diego, CA – Jewish Family Service of San Diego (JFS) has been designated by Jimbo's...*Naturally!* as the beneficiary of its annual Customer Appreciation Sale. On April 12, Jimbo's will donate 5% of the entire day's sales to JFS. Each customer may also donate 5% of his/her individual purchase to JFS at the check stand. Additionally, customers have the opportunity to enter Jimbo's drawing for free products. Between 12:00-4:00pm, shoppers can enjoy in-store demonstrations, free samples, and great giveaways!

By shopping at any of the five Jimbo's locations in San Diego, customers will support Jewish Family Service's work to *Empower Families, Respond to Crisis, and Care for Seniors* across San Diego. JFS plans to use a large portion of the proceeds to replace its JFS Foodmobile truck, now more than 10 years old. JFS Foodmobile is the only program in San Diego providing hot, kosher, home-delivered meals to homebound older adults and younger homebound disabled adults.

“As part of our mission and throughout the years, we have worked with various charities and non-profits that support a number of social causes that we are passionate about,” said Jim “Jimbo” Someck, founder and owner of Jimbo's...*Naturally!* “In that vein, we are proud to partner with Jewish Family Service as our beneficiary for our Customer Appreciation Day Sale. With our donation, not only will Jewish Family Service be able to purchase a new Foodmobile, but also fund additional valuable programs that they offer to the San Diego community.”

Jimbo's Locations:

Downtown San Diego • Westfield Horton Plaza
92 Horton Plaza
San Diego 92101

Carmel Valley

12853 El Camino Real
San Diego 92130

4S Ranch
10511 4S Commons Dr.
San Diego 92127

Escondido
1633 S. Centre City Pkwy.
Escondido 92025

Carlsbad
1923 Calle Barcelona
Carlsbad 92009

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ABOUT JIMBO'S...NATURALLY!

Jimbo's...*Naturally!* is a complete natural foods grocery store. In order to fulfill its mission of providing the highest quality organic and natural foods, Jimbo's...*Naturally!* places a strong emphasis on local and organic produce. Jimbo's...*Naturally!* also carries a full line of groceries, vitamins, health & beauty aids, hormone-free and antibiotic-free meats, an in-house deli, a made from scratch bakery and a juice bar. Locations include Carmel Valley, Escondido, Carlsbad, 4S Ranch and downtown San Diego at Westfield Horton Plaza. To learn more, visit <http://jimbos.com>.

ABOUT JEWISH FAMILY SERVICE

Since 1918, Jewish Family Service of San Diego has been a trusted community resource for people in times of need. Our 50+ programs offer a wide range of help and care to *Empower Families*, *Respond to Crisis*, and *Care for Seniors* throughout San Diego County and the Coachella Valley. Many people turn to Jewish Family Service with a specific need, such as hunger. But what begins with one JFS program often leads to providing a much larger scope of assistance, including counseling, education, job coaching, transportation, and more. Our message to the more than 35,000 individuals and families in our community who we help each year is: WE'RE WITH YOU. To learn why JFS is *One Source for a Lifetime of Help*, visit www.jfssd.org.