

# NEWS

**FOR IMMEDIATE RELEASE**

October 11, 2016

Contact: Sue Murphy  
Liberty Bank Foundation  
(860) 638-2959 or  
smurphy@liberty-bank.com



**Rotary**



## **LIBERTY BANK, ROTARY CLUBS TO RAISE FUNDS FOR THANKSGIVING FOOD**

MIDDLETOWN, CT — According to the Connecticut Food Bank's 2016 "Map the Meal Gap" study, around 13% of Connecticut residents are food insecure—which means that over 470,000 people in our state will struggle to put food on the table this Thanksgiving holiday. That's why Liberty Bank and 42 local Rotary Clubs are teaming up to "Bring On the Turkey!" for our neighbors in central, eastern, and shoreline Connecticut.

Donations to the drive can be made at any Liberty Bank's 55 branch offices or online at [www.MiddlesexUnitedWay.org/ThanksgivingDrive](http://www.MiddlesexUnitedWay.org/ThanksgivingDrive) through Saturday, November 19. Every dollar donated will be matched with 25 cents from the Liberty Bank Foundation. On November 21, the Rotary Clubs will withdraw the funds and either purchase and deliver food for needy families, or donate the funds to a local human services agency that provides Thanksgiving food.

Since it began in 2004, the Liberty Bank/Rotary Club Thanksgiving Dinner Drive has raised over \$1.4 million to supply holiday meals to residents of the towns served by the bank. Last year's drive raised almost \$214,000, and was matched with more than \$53,000 from the Liberty Bank Foundation.

"Our slogan this year is 'Bring on the turkey!'" said Sue Murphy, Executive Director of the Liberty Bank Foundation. "We're delighted to have added seven new Rotary Clubs in the Naugatuck Valley to this year's drive. That should help us get to our goal of raising \$325,000 to put turkey on the table this Thanksgiving."

The following Rotary Clubs are participating in the 2016 Liberty Bank/Rotary Club Thanksgiving Dinner Drive: Ansonia\*, Beacon Falls\*, Branford, Bristol, Cheshire, Chester, Clinton, Colchester, Deep River, Derby/Shelton\*, East Hampton, Essex, Glastonbury, Groton, Haddam/Killingworth, Hamden, Kensington/Berlin, Madison, Meriden, Middletown, Mystic, Naugatuck\*, New Britain/Berlin, New Haven, New London, Newington, Niantic, North Haven, Norwich, Norwich Sunrise, Old Saybrook, Plainville, Seymour/Oxford\*, Southington, Stoningtons, Tribury of Woodbury/Southbury/Middlebury\*, Wallingford, Waterbury\*, Waterford, West Hartford, Wethersfield/Rocky Hill, and Willimantic.

\* Indicates Rotary Club new to the drive this year

The Liberty Bank/Rotary Club Thanksgiving Dinner Drive was first conceived by the Middletown Rotary Club, which for several years conducted its own fundraising drive to provide food for needy families on Thanksgiving. In 2004, the club approached Liberty to see if the bank would be interested in a partnership to enlarge the drive. The bank responded that it would support the drive if it could be expanded throughout its entire service area. Members of the Middletown Rotary reached out to fellow Rotarians in other towns, with the result that 42 clubs are now involved, covering every town where Liberty has an office.

Rotary is a global network of more than 1.2 million volunteer leaders who dedicate their time and talent to tackle the world's most pressing humanitarian challenges. There are 34,000 Rotary clubs in more than 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds. Their work impacts lives at both the local and international levels, from helping families in need in their own communities to working toward a polio-free world. As signified by the motto "Service Above Self," Rotary's main objective is service — in the community, in the workplace, and throughout the world.

Since its inception in 1997, the Liberty Bank Foundation has awarded over \$9.5 million in grants to nonprofit organizations within Liberty Bank's market area. The foundation seeks to improve the quality of life for people of low or moderate income by investing in three areas: education to promote economic success for children and families; affordable housing; and nonprofit capacity building. Along with its grantmaking, the foundation strives to foster the convening and collaboration of nonprofits, funders, business, and government to address community issues.

Established in 1825, Liberty Bank is Connecticut's oldest mutual bank, with almost \$4.4 billion in assets and 55 banking offices throughout the central, eastern, and shoreline areas of the state. As a full-service financial institution, Liberty offers consumer and commercial banking, home mortgages, insurance, and investment services. Named as a "Top Workplace" by the Hartford Courant for four consecutive years, Liberty maintains a longstanding commitment to superior personal service and unparalleled community involvement.

###