



For Immediate Release

Legacy Donates Over One Million Meals in 3 Years

CLINTON, MA Legacy Publishing Group, the family-owned social expressions company based in Clinton, Massachusetts, recently announced that it had passed the one million meals donated mark in a period of less than 3 years since the company first launched its Buy a Card | Feed a Child™ program.

Beginning in 2013, Legacy chose to take a portion of its profits from each card it sells and donate that money to a variety of hunger relief organizations. Legacy chose to focus on one cause – ending hunger in the world – because the company felt it needed to concentrate on one specific goal, in order to have the greatest impact. In particular, as a family-owned business, with three owners who were former teachers, and whose husbands had served on school boards, coached youth football or led church youth groups, Legacy felt that the most natural fit for them was to focus on feeding children.

Says Legacy spokesperson, Pamela Cross, one of the company's owners and head of the greeting card line, "There are a lot of wonderful causes out there to get behind, but this is the one that resonated the most with us. We couldn't imagine anything more important than helping save the lives of children and families."

In previous years, Legacy had donated to a different hunger-relief organization each month, but this year it chose to donate to one organization each quarter in order to maximize the value of each donation it made. In the first quarter of this year, Legacy donated the equivalent of 98,194 meals to Food for the Poor (www.foodforthe poor.org) which concentrates its efforts on providing lifesaving food, secure housing, clean water, healthcare, emergency relief, micro-enterprise projects and educational opportunities in 17 countries in the Caribbean and South and Central America. In the second quarter, Legacy donated the equivalent of 62,900 meals to Feeding America (www.feedingamerica.org), one of the largest relief organizations focusing on hunger in the United States. Through its network of food banks and school meal programs, each year Feeding America provides food to 46 million people at risk of hunger, including 12 million children and 7 million seniors across the country. And in the third quarter, Legacy donated the equivalent of 100,142 meals to Feed the Children (www.feedthechildren.org), which provides life-saving meals, educational supplies, medicine and other necessities to millions of individuals in the United States and around the world. With its donation to Feed the Children, Legacy donated its 1,096,819th meal (based on cost-of-meal information published by the organizations it supports), surpassing the million meal milestone that had been one of its goals since it first launched the Buy a Card | Feed a Child™ card line.

"To think that by simply selling greeting cards we had a hand in helping these great organizations feed thousands and thousands of children and families in such a short amount of time – it's truly a humbling thought," says Cross.

Conservative estimates suggest that more than 15,000 children around the world die each day from the effects of starvation and malnutrition, according to Cross. And over 55 million children

across the globe suffer from the debilitating impact of *acute malnutrition*, she notes. In the United States, recent studies report that 20% of all children live in food insecure households, which means they fail to get the proper nutrition on a daily basis to succeed at school, in sports or in similar activities.

“I’ve seen the effects of malnutrition and food insecurity first-hand through mission trips to Haiti the past three years and by helping feed homeless families here in Massachusetts through my church’s Brown Bag Ministry,” says Timothy Cross, husband to Pamela and Vice President of Marketing for Legacy. “Hunger relief organizations are definitely making an impact in the United States, Haiti and in other struggling places, but there are still so many families in this world who have so very little, and ask for nothing more than a chance to feed their families for one more week, another day, even just another meal.”

Retailers and consumers can see how their card purchases are helping in the fight against hunger and malnutrition by visiting www.shoplegacy.com/FeedAChild to see the organizations Legacy supports and the equivalent number of meals the company has provided.

Retailers who carry one of Legacy’s card displays receive point-of-purchase signage and window decals that will help tell the Buy a Card | Feed a Child™ story and let consumers know that the retailer is helping end childhood hunger. In addition, the recipient of each card can read, on the back of the card, how the card they received from a caring friend or family member helped feed a hungry person.

Legacy offers a line of over 1,500 greeting cards, covering every occasion from Anniversary through Wedding, and featuring artwork from some of the top artists in the country right now, including Marla Rae, Claire Brocato, Kathy Weller, Louise Carey, Mandy Lynne, and many more. Overall, the line has a positive, upbeat, inspirational feel to it that fits with the outlook and approach of this family business as a whole. “Our cards reflect our values and who we are as a company. We wouldn’t want it any other way,” says Pamela Cross.

About Legacy

Legacy Publishing Group is a family-run, privately-held company and a leader in the social expressions industry, offering fine paper-based gift products, like greeting cards, boxed Christmas cards, calendars, boxed note cards, journals and more. The company employs more than 20 people and shares its historic mill building location with several affiliated companies who, combined, employ approximately 100 people. Legacy is owned by three sisters and their husbands, all of whom are actively involved in the company. Legacy was founded in 1993 by the sisters’ parents, David and Mary Dunn, who remain active in the business and continue to provide sage advice and leadership to the various business enterprises.

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Legacy Publishing Group, Legacy of Faith, Legacy Greeting Cards, The Family That Cares, Buy a Card | Feed a Child, and the Legacy Publishing Group, Legacy of Faith, and Buy a Card | Feed a Child logos are trademarks of Legacy Publishing Group, Inc.

For more information, press only:

Contact Timothy G. Cross, Vice President – Marketing, at (800) 322-3866, ext. 190 (978-368-8711 outside the U.S.) or via e-mail at t.cross@shoplegacy.com. Legacy Publishing Group, 75 Green Street, Clinton, MA 01510.