

FOR IMMEDIATE RELEASE

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SENIOR SPECTRUM

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SENIOR SPECTRUM KICKS OFF “MARCH FOR MEALS” CAMPAIGN

(Augusta –February 26, 2007) SENIOR SPECTRUM, your path to living well, announces the start of its annual “March for Meals” campaign to raise awareness in our communities about the reality that many of the senior citizens in this area are going hungry each and every day.

These seniors may not have family nearby to help or may not have adjusted to the changes in their own lives – illness, loss of balance, confusion, financial constraints – that make cooking more and more difficult or that might force them to choose between buying food, heat, or medicine. Through our Meals on Wheels program, Senior Spectrum provides nutritious, delicious meals to those in need at little or no cost and we’re asking for your help.

March for Meals takes place each year during the month of March because it was during this month that senior meal programs were included in the Older Americans Act. Senior Spectrum is proud to be part of the effort to ensure that our elderly family members, friends and neighbors have access to nutritious, free or low-cost food, delivered right to their homes.

MAYORS FOR MEALS

Many of our town leaders are helping during the March for Meals campaign by taking part in “Mayors for Meals”; area Mayors, Town Managers, and Town Council leaders will join Meals on Wheels volunteer drivers as they deliver the daily meal. These municipal leaders are taking time out of their very busy schedules in order to highlight the critical importance of the Meals on Wheels program.

Please consider making a donation during this campaign to ensure that Meals on Wheels receives the funding it requires and be sure to support March for Meals sponsoring businesses.

The public is invited to call the Agency’s Consumer Helpline at 1-800-639-1553 for more details; or to join the Senior Spectrum Volunteer Corps. The Agency’s web site is located at www.seniorspectrum.com.