



FOR IMMEDIATE RELEASE

Contact: Barbara B. Kavanagh, MSW, Founder/President
Company: Arizona Myeloma Network
Phone: 623.388.6837
Fax: 623.243.6580
Email: azmyelomanetwork@cox.net
Website: www.azmyelomanetwork.org



From left to right: Pam Giannonatti, Fry's Foods; Barbara Kavanagh, AzMN, and Jack Kavanagh, AzMN.

Fry's Food Stores Partners with the Arizona Myeloma Network to Fight Cancer!

Phoenix, AZ - January 18, 2011 - Fry's Food Stores has awarded a \$6,000 grant to the Arizona Myeloma Network to continue and expand its breast cancer outreach program in the Navajo Nation.

The grant provided by the Fry's Food Stores "Giving Hope a Hand" campaign will support AZMN's outreach programs on the Navajo Nation. The program involves an annual cancer awareness conference which is free and open to the public. The Navajo Women's Breast Cancer Education and Training Program, "Women Helping Women," program provides information about mammograms and other prevention and screening resources for women and families on the reservation.

"Our partnership with Fry's will mean so much to AzMN and our cancer programs on the Navajo Nation. We are so pleased to have Fry's Food Stores recognize our work and to want to partner with us in our efforts. Though Native American women have a high incidence of breast cancer, they have been underserved in terms of education on breast cancer prevention and treatment," said Barbara Kavanagh, President of AzMN.

"Fry's is very much aware the toll this disease takes on the lives of our associates and customers and we are committed to helping women and their families find treatment and resources they need to face breast cancer head on. The Giving Hope a Hand campaign allows Fry's to help give back to the communities we serve and to provide hope to those who face this disease daily" said Pam Giannonatti, Community Relations Manager for Fry's Food Stores. "We chose to partner with AzMN because we know that the dollars given to this organization are put to good use."

Fry's Food Stores, through their *Giving Hope a Hand* campaign provides grants to support cancer awareness, treatment and research programs in the communities in which we share. Funds raised by the annual cause-marketing campaign will assist dozens of local organizations fighting breast cancer in many communities across the country. The Kroger family of stores will continue their commitment to this cause by investing \$3 million for breast cancer awareness, treatment and research back into the community.

About Barbara B. Kavanagh and the Arizona Myeloma Network (AzMN)

Barbara B. Kavanagh, MSW, founded the AzMN, a non-profit organization in June 2004. The AzMN provides outreach and education for myeloma cancer patients; their families and caregivers, with special consideration to under served populations such as African Americans, Asian-Pacific, Hispanic, and Native Americans. Myeloma is a blood-plasma cancer that attacks the bone marrow. The cause is unknown. There are more than 1,600 new cases of myeloma diagnosed each month in the United States alone. Although there is no cure, myeloma is treatable. With new research, better treatment, and new medication, lives can be saved. For more information on AzMN and current outreach programs or events, please visit our website at: www.azmyelomanetwork.org

About Fry's Food Stores

Fry's Food Stores is headquartered in Tolleson, AZ. The company employs more than 18,000 Arizona residents. The 121 Fry's Food Stores service more than one million households per week. This year, Fry's has been serving Arizonan's with fresh food at famous low prices since 1960. Fry's Food Stores is a proud member of the Kroger Co. based in Cincinnati, Ohio. For more information, visit the company's website at www.frysfood.com