



For Immediate Release

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Change of Season for 6th Annual Emile Henry Warehouse Sale

Monday, May 6, 2013 – The 6th Annual *Stock Up For Seniors*, a Meals On Wheels Delaware fundraiser, is changing seasons this year to allow guests to truly beat the holiday rush and stock up on premium cookware items for fall and winter gatherings. Set for Thursday, October 10th from 6:30-9pm at the Emile Henry Warehouse in New Castle, this year's event will continue to have great deals on high end cookware brands as well as the highly sought after VIP private shopping hour from 5:30-6:30 pm.

Mari Considine, Executive Director, says, "Stock Up For Seniors has become one our signature fundraising events throughout the year. Moving the event to mid-October allows our guests to get a head start on holiday shopping and purchase new cookware before the craze of the holiday season."

Brands include Emile Henry, Rösle, Duralex, Mauviel 1830, Lékúé and many more! Merchandise will be discounted up to 80% off and guests can enjoy light refreshments and desserts while they shop.

"We moved our annual sale to October so consumers can outfit their kitchens and tables for Thanksgiving and beat the rush of holiday shopping," explained Tara Steffen, Marketing Manager. "We've also added a cooking station where Chef Karla Senior will be demonstrating ways to cook healthy during the holidays."

Chef Karla Senior, a graduate of the French Culinary Institute, in NY, spent the last year developing healthy recipes utilizing the versatile line of Lékúé cookware products. Lékúé, pronounced Lee-Kway, the Spanish manufacturer of creative, colorful, kitchen products, has introduced a collection of more than 40 products designed for healthy, low-fat cooking, baking, and food storage.

VIP tickets go on sale, online only, August 1st at 10am for \$100 each. Tickets for the private VIP hour have sold out in minutes each year. General Admission tickets go on sale, online, August 5th for \$25 and will be sold for \$30 at the door. Additionally, guests can indulge in an online exclusive and purchase 5 tickets at the Meals On Wheels Delaware website for only \$100. Ticket sales as well as 5% of the proceeds from the warehouse sale will benefit Meals On Wheels Delaware.

For more information or to buy your tickets, visit www.mealsonwheelsde.org/sufs.

About Meals On Wheels

The mission of Meals On Wheels Delaware is to ensure, through the provision of financial and human resources, that every eligible senior in the State of Delaware receives a hot, nutritious meal in their home. Meals On Wheels Delaware is a nonprofit 501(c)3 organization, a public/ private partnership between the federal government, the State of Delaware, five meal-providing agencies and thousands of volunteers from corporations, civic, religious and community groups. Together, the program provides and delivers meals every day to over 4,000 homebound seniors. In fact, last year nearly 635,000 meals were served throughout the state. Meals On Wheels Delaware strengthens the partnership by providing additional financial and volunteer resources to the agency providers to ensure that no senior in Delaware is on a waiting list for a hot meal delivered to their home. Meals On wheels Delaware provides more than a meal...it also provides a gift of health, independence and companionship to homebound seniors in Delaware.