

For Immediate Release

Contact: Cassandra Boyce
Marketing and Public Relations Manager
cboyce@mealsonwheelsde.org
(302)250-4231



Big Rosé for Big Hearts

Big Rosé Raises Big Bucks for Meals On Wheels Delaware

FranksWine fundraises for Delaware Seniors during the "Month of Love"

Wednesday, March 12, 2014 – Local high-end wine vendor, FranksWine, partnered with Meals On Wheels Delaware for its *Big Rosé for Big Hearts* campaign: \$5.00 from each bottle of Rosé sold throughout the month of February benefited Meals On Wheels Delaware and the thousands of seniors served statewide each day. A total of 107 bottles of Rosé were sold, totaling \$535 to help ensure our elderly neighbors throughout Delaware can rely on a hot, nutritious meal delivered each day by a caring volunteer.

"If you've shopped at FranksWine on North Union Street you know two things for sure about us: we like to help the community and we love Rosé! So when MOWD came to my shop asking if we could team up on a fundraising campaign, I knew I wanted to do something to that I could get my crew excited about," said FranksWine Owner, Frank Pagliaro. "Typically this time of year I would discount bottles of Rosé to move them quickly, but this time I thought that donating \$5.00 for every bottle of Rosé I sell during the month of February would do the trick...and it did! But more importantly, we were able to raise funds for Meals on Wheels Delaware!"

"FranksWine has always been an incredible supporter of Meals On Wheels Delaware," said Mari Considine, Executive Director of Meals On Wheels Delaware. "It's wonderful to see passionate community involvement for seniors who truly need the assistance. We are very happy with how successful our first year of *Big Rosé* was and are already planning to make next year's campaign even bigger."

Donations to Meals On Wheels Delaware can be made throughout year, online at www.mealsonwheelsde.org or by calling 302-656-3257.

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 4,000 homebound seniors. In fact, last year over 710,000 meals were delivered throughout the state by dedicated volunteers. 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.

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