



**Stock
Up for
Seniors**

For Immediate Release
Contact: Ashley Gliniak
Marketing and Development Coordinator
agliniak@mealsonwheelsde.org • (302) 250-4231

“Stock Up” This Holiday Season In Support Of Delaware’s Seniors

Emile Henry Warehouse Open to the Public – Benefiting Meals On Wheels Delaware

Thursday, October 29, 2015 – Once a year Emile Henry opens its national distribution center to the public, giving guests the opportunity to purchase premium cookware at up to 80% off retail pricing just in time for the holidays. Located in New Castle, DE, this special occasion will take place on Thursday, November 5, 2015, from 6:30pm to 9:00pm. The event will allow an exclusive crowd first access to the best deals on the premium European kitchenware, along with other top brands Duralex, Rosle, Mauviel and Lékué. A brand new product makes its debut, introducing, The Novis Vita Juicer, a game changing new juicer sure to impress culinary enthusiasts! Ticket sales and a portion of the warehouse proceeds will benefit Meals On Wheels Delaware.

“The Annual *Stock Up for Seniors* event is one of our favorite programs for the year. It gives us the opportunity to introduce our products at amazing prices and at the same time help the Delaware Chapter of Meals on Wheels,” said Tara Steffen, marketing manager for the Duralex, Emile Henry, Rosle, Mauviel and Lékué. “Participants get to equip their kitchens with premium European products and we have fun running this now famous event.”

After a successful “Stock Up For Seniors” fundraiser last fall, Emile Henry donated \$5,000 to Meals On Wheels Delaware in support of feeding homebound seniors throughout the state. “Emile Henry has been a huge supporter of Meals On Wheels Delaware for years. Their generous support year after year allows us to ensure thousands of seniors throughout the state can rely on a hot meal each day without the fear of a waiting list,” said Mari Considine, Executive Director of Meals On Wheels Delaware. “Stock Up For Seniors is such a fun event right before the holidays—our guests love being able to shop for great deals while knowing they are also helping elderly neighbors in our community.”

VIP guests will enjoy chef demonstrations, light bites and reserved shopping carts all while getting first access to deals from 5:30PM – 6:30PM. Tickets for the VIP shopping hour are \$100. Only 10 tickets remain as of October 29, 2015, to purchase your VIP Shopping Pass please visit <http://mealsonwheelsde.org/2015/05/stock-up-for-seniors-3/>

From 6:30 – 9:00PM general admission ticket holders will be able to shop the Emile Henry Warehouse for great deals on premium cookware brands including Rösle, Duralex, Mauviel 1830, Lékué and many more. General admission for the 6:30PM Shopping Pass is sold out. Our 7:30PM Shopping Pass is still available. General admission tickets are \$25 online and will be sold at the door for \$30, if still available

For more information or to buy your tickets, visit <http://mealsonwheelsde.org/2015/05/stock-up-for-seniors-3/>

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 over 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.

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