

FOR IMMEDIATE RELEASE  
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## **Personal Care Preferred Group Food Drive A Huge Success**

Personal Care Preferred Group's (PCPG's) first companywide food drive netted over 1,000 food items to be equally divided and donated to the social services departments that serve the company's seven locations, including the counties of Isle of Wight, Prince George, Sussex, Southampton, Surry, Brunswick, Greensville, Chesterfield and Dinwiddie, as well as the cities of Emporia, Petersburg, Colonial Heights, Hopewell and Franklin. Community members and employees were asked to donate non-perishable, non-breakable food items between December 1 and December 17, 2008.

"We had heard that due to many recent economic factors, donations at our local food banks have plummeted, while demand has seen a sharp increase," said John Thurman, CEO of the home health care company. "We take community involvement seriously at Personal Care and wanted to find a way we could help, especially during the holiday season."

The company sent out an employee memo about the drive and publicized it throughout the communities they serve. It also offered a complimentary office party for the PCPG office that collected the most food in relation to that office's staffing level.

"We wanted there to be a sense of fun competition between the seven offices to help encourage donations," said Barbara Thurman, PCPG's Public Relations and Marketing Director. "We are really pleased with the results of our first companywide food drive and plan to definitely continue this effort next holiday season."

The Personal Care Preferred Group consists of three individual companies, Personal Touch Home Care, Moore Home Care and Southern Touch Health Care. The group has offices in Stony Creek, Colonial Heights, Waverly, Emporia, Petersburg, Lawrenceville, and a new location in Franklin.

For more information on PCPG, please call 1-800-598-9854, or visit [pcpgonline.com](http://pcpgonline.com).

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