



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Mary Eva Tredway
(404) 317-0731
mtredway@duffey.com

Kroger Launches Statewide Effort to Fund First New Cabin Constructed Through 'Rock Eagle 4-H Center Cabin Campaign'

–Georgia Kroger stores accepting \$1 donations Jan. 20 - Feb. 2 to fund 'Kroger Cabin' at Rock Eagle 4-H Center –

ATLANTA (Jan. 16, 2008) – Kroger today announces that all 173 stores in Georgia are raising money Jan. 20 - Feb. 2 to fund the construction of a new Kroger Cabin at the Rock Eagle 4-H Center in Eatonton, Ga. Kroger is the first corporate partner in the Georgia 4-H "Rock Eagle 4-H Center Cabin Campaign."

Kroger customers can participate by purchasing a \$1 paper icon at any Kroger cash register across the state.

Kroger's effort is one part of Georgia 4-H's \$27 million campaign to raise money that will fund the construction of 52 planned new cabins at the 1,500-acre Rock Eagle 4-H Center in Georgia's Piedmont Region.

"This is a tremendous opportunity for Georgians to support an organization that has provided countless opportunities for our children throughout the years," says Glynn Jenkins, director of communications for Kroger.

"Kroger's numerous convenient locations in communities of all sizes throughout the state make it easy for people to participate and show pride for Georgia 4-H."

Rock Eagle 4-H Center's current 54 cabins, originally designed in the 1950s and renovated in the late 1980s, have served more than 3 million 4-H members and adults for more than 50 years. Today,

By the Numbers: Rock Eagle 4-H Center*

- **More than 60,000** total users of Rock Eagle facilities annually, including camping program, environmental education, 4-H events and competitions, as well as various civic, religious or youth organizations
- **More than 5,000** summer campers participate in learning experiences provided by the 4-H Center
- **Almost 14,000** total youth and adults participate in the Environmental Education Program
- **More than 40,000** 4-H, camping, Environmental Education and other groups utilize the 4-H Center
- **More than 20,000** adult education, civic, faith-based and business groups utilize the 4-H Center

**Numbers reflect
calendar year 2007 reporting data*

-MORE-

the cabins do not serve the needs of Rock Eagle users as well as they once did, says Georgia 4-H Foundation Director of Development Mary Ann Parsons.

“For more than half a century, the cabins at Rock Eagle have been a backdrop while millions of youth and adults have created fond memories with Georgia 4-H,” Parsons says. “This important partnership with Kroger will help assure Georgia 4-H continues to serve our youth and all guests at the Rock Eagle 4-H Center with the best possible facilities.”

In 2004, Rock Eagle staff designed and secured money to construct a prototype cabin, which has been open and in use at the Rock Eagle 4-H Center. Rock Eagle staff and architects have evaluated and modified the prototype for more than three years to enhance the design so it provides appropriate guest accommodations. The new structures, including the new Kroger Cabin, will feature handicap-accessible rooms and will accommodate 22 people, instead of the current cabins’ capacity of 18.

“At the conclusion of this campaign, we will not only have raised funds to support the 4-H program,” says Kroger’s Jenkins, “but we will also have informed Kroger customers and others across Georgia about the important role Georgia 4-H plays in shaping our children.”

Visit www.kroger.com to find nearby Kroger locations.

ABOUT KROGER

Kroger’s Atlanta division, based in Atlanta, operates 220 stores in Georgia, South Carolina, Tennessee, and Alabama. Kroger focuses its charitable efforts on hunger relief, education and children’s and women’s health.

ABOUT ROCK EAGLE 4-H CENTER

Located in the Piedmont region of Georgia, the Rock Eagle 4-H center is nestled in 1,500 acres of forestland with a 110-acre lake. Abundant natural resources make the Rock Eagle 4-H Center the ultimate place to begin a total learning experience for Georgia youth and adults. It is named for the white quartz effigy mound that lies on a hillside nine miles north of Eatonton, Ga. Historians believe the effigy was built by Woodland Indians who lived in the area from 1000 BC to 1000 AD. Additionally, Rock Eagle 4-H Center recently celebrated 50 years of service to the citizens of Georgia.

###