

## Help where – and when – it’s needed

If you’re looking for proof that Pittsford, Brighton and their Monroe County neighbors have a big heart in troubled times, this year’s Check Out Hunger program held at Wegmans grocery stores isn’t a bad place to start.

Participating customers and employees made this year’s annual fundraiser, which ended Feb. 28, the most successful ever. That’s impressive, given the state of the national, state and regional economies. It shows that if everyone is willing to pitch in just a little, big things can happen.

Through donations of between \$2 and \$5 made at

checkout, Wegmans stores — including the Pittsford Plaza location — collected almost \$1.5 million at its participating stores. That’s up more than 14 percent from last year’s total. The funds are distributed by region; locally, that means \$628,087 going to the Rochester-area Foodlink.

The timing couldn’t be better. “Our customers and employees know that tough times mean that more people turn to food banks for help in feeding their families,” said Wegmans rep Linda Lovejoy. “They want their neighbors to get through this downturn without going hungry.”

