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Lewin & Associates' 2009 charity bash raises more than \$1,700 for United Food Bank

August 5, 2009

Mesa, Ariz. - Lewin & Associates, a public relations and public involvement consulting firm based in Mesa, has helped raise more than \$1,700 in cash, as well as food donations, for United Food Bank through its annual summer charity fundraiser event – billed this year as the Recession Blues Bash.

United Food Bank was selected as the charity recipient of this year's event, in consideration of the increasing number of Valley residents who are struggling to put food on the table.

"Everyone we know has been affected by the recession in one way or another, and we wanted to host an event for our clients, colleagues, employees and their families to enjoy themselves while helping contribute to a great cause by feeding the hungry in our community," said Sue Lewin, president and public participation/communications manager of Lewin & Associates.

According to United Food Bank, the contribution will provide nearly 6,600 meals to the hungry.

"The efforts of Lewin & Associates touched literally thousands of people who are going through difficult times right now," commented Donna Rodgers, director of resource development for United Food Bank. "We can't thank them enough!"

The company partnered with Mesa United Way, of which United Food Bank is a designated charity, to help make the event a success.

"As the need to serve more people in need increases during this challenging time, Mesa United Way truly appreciates Lewin & Associates for holding its Recession Blues Bash fundraiser to help one of our partner agencies, United Food Bank," said Mesa United Way Resource Development Manager Linda Haskell.

The event, which was held at the Lewin & Associates' office, was well-attended and included city of Mesa District 5 Councilmember Dina Higgins and former Mesa Vice Mayor Claudia Walters, who are involved with Mesa United Way, as well as Mesa United Way and United Food Bank representatives.

Supporting the community is one of the core values of Lewin & Associates. Each of the company's seven employees also contributes to the annual United Way campaign, and the firm was recently awarded by the Mesa United Way with a Leadership Award for its employee participation. As part of Lewin & Associates' commitment to patronizing local businesses, the event featured St. Louis-style barbeque catered by Famous Dave's Mesa Riverview location, gourmet cupcakes by Jersey Girl Café of Mesa and a fresh fruit display from Edible Arrangements in Tempe. Rim Country blues band RimShot provided the entertainment.

Lewin & Associates is a full-service, professional public relations and marketing consulting firm that specializes in public relations, public involvement, community relations, marketing and business development. The firm has seven employees and was established in March 2007 by Sue Lewin. For more information about the company, visit www.lewin-associates.com.

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