



FOR IMMEDIATE RELEASE

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CHARITY T-SHIRTS TO AID TORNADO LONG TERM RECOVERY EFFORTS

BRISTOL (Thursday, June 30, 2011) – Johnston Memorial Hospital, Food City, Bristol Mall and Bristol Mall Merchants partner to support the activities of the Washington County Long-Term Recovery Group with a charity T-shirt project “Fashion For Relief”.

T-shirts go on sale this weekend at Food City and Bristol Mall Retailers for \$12 plus tax. There are two different designs of the shirt to reflect men and women, each shirt dated with April 27, 2011.

There is a limited quantity of “Fashion For Relief” shirts available. All proceeds collected from the t-shirt sales benefit United Way Disaster Support Funds. The project is expected to raise over \$25,000, which will be donated back to United Way to aid in restoration from the disaster.

Food City Locations in Pulaski, Abingdon Damascus and Lebanon, Virginia and Greeneville, Tennessee will sell the charity T-shirts.

“We welcome the opportunity to once again partner with the United Way to continue to assist our friends and neighbors still struggling in the aftermath of the devastating tornadoes that ripped through our region in April. 100% of the proceeds collected from the t-shirt sales will benefit the United Way Disaster Support Funds in Washington and Pulaski Counties in Virginia and Greene County, Tennessee,” said Steven C. Smith, Food City President and Chief Executive Officer. “I would like to thank our customers and associates for their tremendous generosity and the United Way and other local agencies who have provided such vital assistance throughout our communities during this terrible tragedy.”

Bristol Mall’s “Fashion For Relief” shirts will be available at the Bristol Mall Customer Service desk and retailers including Phyl’s of Bristol, Misty Mountain Designs, Belmeade Formal Wear and Cell World.

“Bristol Mall and its retailers are honored to be a part of the “Fashion for Relief” Project. So many children, women and men were affected from the April tornados. Fashion is universal, personal and touches everyone in some way. We are proud and thankful to be a part of this heartfelt program benefiting the rebuilding for our shoppers, friends and neighbors,” said Heather Hill, Bristol Mall General Manager. “It is one of the greatest mistakes to do nothing because you can only do a little when so much is needed.”

Sean McMurray, Johnston Memorial Hospital Chief Executive Officer, said “Johnston Memorial Hospital and Mountain States Health Alliance both have a history of caring for our region for more than 100 years. Like many of our neighbors in this area, JMH, our team members and MSHA were honored to participate in relief efforts to help those affected on April 27 continue their journey back to normal. We will continue to support their journey with our resources, our thoughts and prayers.”

United Way is a volunteer organization that provides support and visibility through tools, partners, advocacy, and other resources that enables individuals to improve lives by mobilizing the caring power of their communities. Currently, the United Way of Russell and Washington Counties allocates resources to 42 partner agencies that address the most pressing human service needs in Russell and Washington County Virginia. Those wishing to learn more about United Way efforts to make a lasting impact on the needs of our community are encouraged to visit the organizations website at www.RWCunitedway.org

Attached photo information:

Photo 01- Sean McMurray, VP/CEO, Johnston Memorial Hospital/MSHA and Brook Lambert, Marketing Communications

Photo 02- Heather Hill, General Manager, Bristol Mall

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