

VINCENT GIORDANO CORPORATION'S CHARITY REACHES QUARTER MILLION DOLLAR MARK

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If you think 50 cents isn't much,
Guy Giordano may have a beef with that.

As CEO of Vincent Giordano Corporation located in Philadelphia, PA, Giordano has watched his annual charity event, "Beef Up for the Kids" reach the quarter million dollar mark 50 cents at a time.

"Beef Up for The Kids", a special promotional program now in its sixth year, was created by Giordano in conjunction with Acme Markets to benefit Variety, the Children's Charity, Philadelphia, PA Chapter. For every pound of Vincent Giordano brand roast beef, corned beef and pastrami sold in Acme Markets for two months of the year Giordano donates 50 cents to Variety, the Children's Charity to help special needs children.

"Over the years we've watched each 50 cents per-pound proceeds grow and grow for the Variety kids," said Giordano. "We've been a longtime supporter, and to reach this milestone of giving on their behalf is something we are only too happy to do," stated Giordano.

Vincent Giordano Corporation, a meat processing company that offers roast beef, corned beef and pastrami products to retail, foodservice and fast food chains, ranks among the top 200 meat processors in the country and is recognized by its peers in the industry for its commitment for food safety practices and community service.

