



For Immediate Release

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Mama's Kitchen Hosts West Coast's Largest Bake Sale

*****'Mama's Pie in the Sky' Thanksgiving Pie Sale now in its seventh year;
100 percent of proceeds benefit local non-profit providing meals to San Diego
County residents affected by AIDS or cancer; Sales begin Oct. 3*****

San Diego – Sept. 22, 2011 – Mama's Kitchen, a nonprofit organization that delivers healthy meals at no cost to San Diego men, women and children affected by HIV/AIDS or cancer, is proud to present their seventh annual *Mama's Pie in the Sky* Thanksgiving Bake Sale. The fundraiser, held Oct. 3 through Nov. 20, offers fresh pumpkin, pecan, apple and no-sugar added apple pies for just \$20 each. Pies can be purchased online via www.mamaspies.org or by calling (619) 233-6262.

All proceeds from pie sales go directly into funding thousands of free, hot and nutritious Mama's Kitchen meals, which help ensure that no one living with AIDS or cancer will go hungry in the San Diego community. Many of San Diego's top pastry chefs, caterers, and bakeries donate traditional Thanksgiving pies for this annual *Mama's Pie in the Sky* Bake Sale. *Mama's Pie in the Sky* volunteers will deliver the pies to more than 20 sites throughout San Diego County for pickup Wed., Nov. 23.

"The annual *Mama's Pie in the Sky* pie sale provides an opportunity to check off one more thing from your Thanksgiving 'to do' list and support our mission," said Alberto Cortés, executive director, Mama's Kitchen. "When you buy a pie you provide nutritious meals, comfort and hope to fellow community members affected by AIDS or cancer. A heartfelt thank you to Wells Fargo, this year's presenting sponsor, for supporting our cause and permitting us to use 19 Wells Fargo branches throughout the county as pie pickup sites."

Mama's Kitchen hopes to sell more than 6,000 pies during the six-week sales period, which will raise \$125,000 and fund nearly 40,000 meals. Individuals and teams are encouraged to volunteer to sell pies for a chance to win prizes from generous sponsors. Pie sellers are also encouraged to use their social media networks to promote their participation in *Mama's Pie in the Sky*, as all sales funnel through their sales website. For information on how to volunteer to sell pies, visit www.mamaspies.org.

About Mama's Kitchen

Mama's Kitchen was founded in 1990 when volunteers from the AIDS Assistance Fund discovered that many of their clients were becoming too ill to take care of themselves. They realized that a reliable home meal delivery service was needed to ensure that these individuals would continue to receive nutritious, life-sustaining food. In 2004, Mama's Pantry was opened to provide individuals with HIV/AIDS who are able to prepare meals the opportunity to supplement their nutritional needs. Mama's Kitchen has served over five million meals since it was founded

and has never turned away a client who qualified for our services. Our commitment to our clients remains unchanged. Today, the organization has expanded its service to San Diegans affected by either AIDS or cancer. Mama's Kitchen provides three meals a day, for every day of the year, free of charge, to nearly 300 men, women, and children in San Diego County. Learn more and make a donation at www.mamaskitchen.org.

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