

News Release



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Infinity Insurance and AmpleHarvest.org Launch Virtual Food Drive

Infinity Insurance Matching Contributions to the AmpleHarvest.org Campaign

For Immediate Release

West Milford, NJ – (Nov 4, 2010) – Infinity Insurance Company has selected the AmpleHarvest.org Campaign as its “Always Thankful” food drive partner this year.

With 49 million Americans having difficulty feeding their families, it has become more important than ever to help insure that the 30,000+ food pantries across the country have enough food to meet the needs of their clients. Food drives typically encourage people to bring food to a central location from where it is distributed to a regional food bank, and ultimately food pantries across the area.

In its support of the AmpleHarvest.org campaign, Infinity Insurance chose to attack hunger in a non-conventional way.

Instead of collecting food items this year, Infinity Insurance is encouraging anyone interested in fighting hunger and malnutrition in America to make a contribution to the AmpleHarvest.org Campaign before November 25 which will then be matched up to \$5,000. Donations can be made at www.AmpleHarvest.org/infinity.

According to AmpleHarvest.org founder Gary Oppenheimer, “While traditional food drives usually get canned and boxed food (but no fresh produce) to the needy, once consumed, it’s gone. Since many of Americas 40+ million home gardeners often end up harvesting far more food than they can use, preserve or give to friends, AmpleHarvest.org enables them to find a neighborhood food pantry eager for the excess harvest they cannot use. Once a food pantry registers itself on AmpleHarvest.org, it becomes “visible” to these gardeners thereby enabling them to donate their excess garden produce for the rest of their gardening life. Instead of getting a box of pasta or a can of vegetables, needy families in the community will be receiving freshly harvested garden produce year after year. A single donation to AmpleHarvest.org becomes a lifelong community benefit – a solution to a problem instead of a temporary fix.”

Created mid 2009 by CNN Hero Gary Oppenheimer, AmpleHarvest.org has registered more than 2,900 food pantries across all 50 states, with more food pantries signing up daily.

The AmpleHarvest.org Campaign relies on the viral spread of information, to both gardeners as well as food pantries. People aware of a food pantry their community should urge the pantry manager to register at www.AmpleHarvest.org. There is no cost to the food pantry for participating in the campaign. Additionally, food pantries do not need refrigeration for the produce and nor do they need an Internet connection to take advantage of the AmpleHarvest.org Campaign.

AmpleHarvest.org, Inc. is a 501(c)3 not-for-profit charity that has received backing and support from Google Inc, US Department of Agriculture, National Gardening Association, the Garden Writers of America, Rotary International, Veterans of Foreign Wars, and numerous faith groups. The

AmpleHarvest.org Campaign works to diminish hunger in America by enabling gardeners to easily find a local food pantry eager for their garden bounty. For more information on the campaign, visit www.AmpleHarvest.org or call AMPLE-6-9880 (267-536-9880).

Infinity Insurance is a national provider of personal automobile insurance and part of the Infinity Property and Casualty group of companies (NASDAQ—IPCC). Infinity receives an A “Excellent” Financial Strength Rating from A.M. Best and an "A Strong" from Standard and Poor's. For more information about Infinity, please visit www.InfinityAuto.com.

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