



*More Than 40 Years of Caring*

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**FOR IMMEDIATE RELEASE**

**East House honored by Tops Friendly Markets as winner of  
"Great American Charity Car Giveaway"**

**ROCHESTER, NY (August 18, 2011):** TOPS Friendly Markets gathered with a jubilant crowd at the administrative headquarters of East House in Brighton to celebrate East House's win in the Great American Charity Car Giveaway. TOPS Markets CEO Frank Curci and COO Kevin Darrington, along with Brighton Town Supervisor Sandra Frankel, East House staff and board members were all on hand for the presentation of the \$20,000 winning check.

"East House's win in the Tops Car for Charity Contest is fantastic and was a truly collaborative effort of staff, board members, family, friends, and the entire Rochester community," said Gregory Soehner, President and CEO of East House. East House Corporation received 11,436 votes in the unique online contest, earning them the number one spot.

TOPS Friendly Markets launched the Great American Charity Car Giveaway, the first online campaign of its kind by an Upstate New York grocery retailer, which allowed users to vote for their favorite not-for-profit organization to win a new vehicle valued at \$20,000.

"When we began on this venture, we were concerned that the winning charity would be a large organization where the money would not have as much impact. East House had an overwhelming response and we are thrilled to provide these much-needed funds. It is wonderful to see our neighbor," stated Mr. Curci as he pointed over a small hill at the nearby Tops Market location, "win this online campaign."

The winning monies will purchase a 12 person van to be utilized by East House's Career Service Supportive Employment Training Program (SET). Each year, approximately fifty clients are provided with part-time, time-limited employment to learn or improve their work habits and job skills. SET employees receive an hourly wage, are provided with job coaching, and receive performance appraisals regularly.

"With these funds, we will be able to continue our Supported Employment Training Program to ensure those in recovery receive proper job preparation and skills to secure future employment," said Gregory Soehner. "This \$20,000 prize will have a life changing legacy that will affect the lives of many people for years to come. On behalf of our clients and staff, we would like to thank TOPS Friendly Markets for this wonderful opportunity."

From June 21 to July 7, persons were able to vote once a day for their favorite charity through the Tops website. The top 10 charities receiving the most votes were selected to move to the final round of voting that lasted from July 13 to July 26.

“As a neighborhood grocer, giving back to our local community is an extremely important part of our business,” said Frank Curci, Tops’ President and CEO. “We empowered individuals within our community in an innovative way to choose a winning charity.”

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East House is a private, non-profit rehabilitation agency. Since it began in 1966, East House serves over 1,000 clients and families per year providing residential, support and rehabilitation services to individuals recovering from mental illness and chemical dependency. With programs like *Home to Stay*, which assists homeless persons suffering from mental illness with housing and support services to get them off the streets. Or *Child’s Play* fund which provides children, who have a parent in recovery, the opportunity to go to camp. East House is funded by New York State, Monroe County, United Way, client fees and donations. For more information about East House, visit our website at [www.easthouse.org](http://www.easthouse.org).