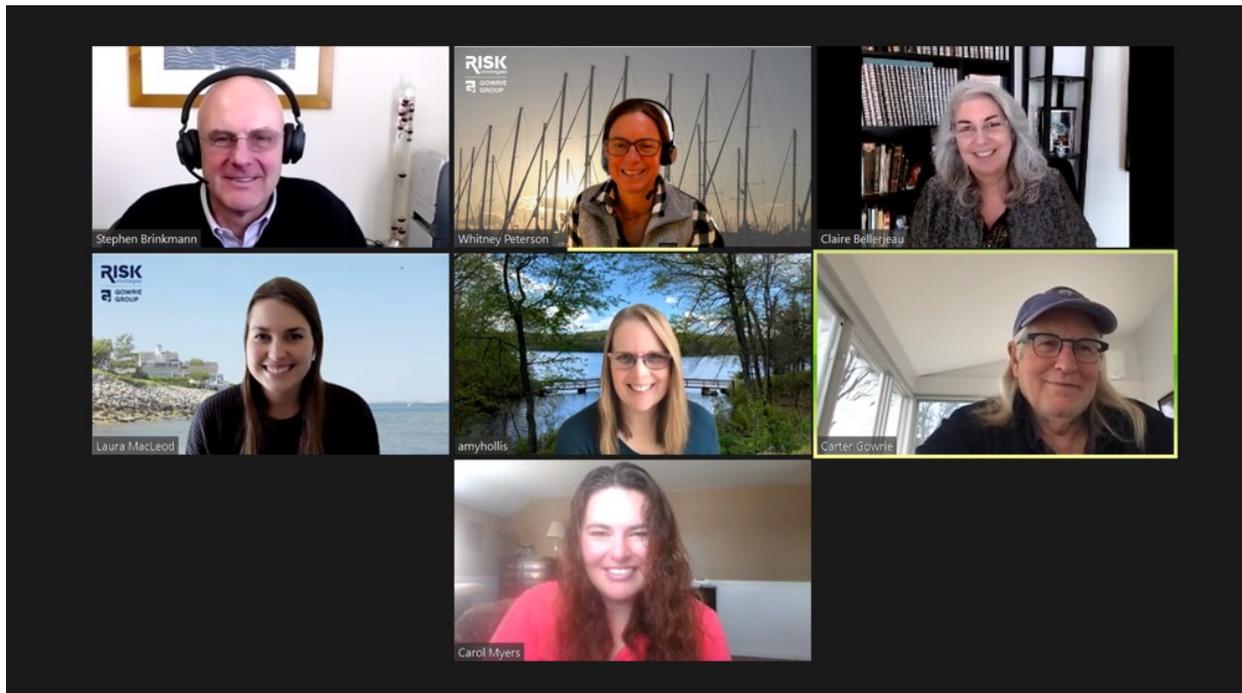


Gowrie Group's Annual Challenge Surpasses Goal and Raises Over \$275,000 to Benefit The Shoreline Soup Kitchens & Pantries!



Photo(left to right): Stephen Brinkmann (BrandTech President), Whitney Peterson (Gowrie Group Director of Marketing), Claire Bellerjeau (SSKP Director of Development), Laura MacLeod (Gowrie Group Marketing Coordinator), Amy Hollis (SSKP Executive Director), Carter Gowrie (Founder & Managing Director), Carol-Ann Myers (BrandTech Representative). *Missing:* Chuck Poindexter (Sound Rigging Owner), Bill Psillos (LC Doane Vice President), Lenny Goldberg (Lenny & Joe's Fish Tale Owner), Chuck Cumello (Essex Financial President & CEO), and Norm Needleman (Tower Labs Owner/President),

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The 2021 Gowrie Group Challenge was once again a tremendous success! Together, through the generous support of over 500 individuals, companies, and our Partner Sponsors, we raised \$276,485 to benefit the Shoreline Soup Kitchens & Pantries (SSKP) and serve our neighbors in need! The Challenge ran from November 1, 2021 to January 15, 2022.

Gowrie Group began this annual Challenge in 2004 to benefit the SSKP, and over the 18-year history of the Challenge we have raised over 2.3 million dollars for the SSKP, which equates to providing nearly 10 million meals to people in need in our community.

As the COVID-19 pandemic extended through 2021 and into 2022, Connecticut shoreline families continue to struggle. In 2021, the SSKP served 50% more people than in prior years. The increased need along the shoreline is real.

To meet this significant increase in need for food services, the Gowrie Challenge once again doubled their support with a matching gift of \$60,000, of which \$30,000 was a personal pledge from Carter Gowrie. Six local companies stepped forward as Partner Sponsors: LC Doane, Tower Labs, Lenny & Joe's Fish Tale, Sound Rigging, BrandTech Scientific, and Essex Financial. The Partner Sponsors all increased their donations over past years. Together, Gowrie and the Partner Sponsors donated over \$100,000 in matching funds to double the impact of all other donations, dollar-for-dollar, to help our neighbors. In such an

unprecedented time, the Challenge was fortunate to also receive sizable donations from the following entities: Clinton Rotary Club, Essex Community Fund, Bell Power Systems, Liberty Bank Foundation, Lee Company, Essex Garden Club, and Risk Strategies Foundation. These remarkable contributions, along with the increased support from all our Partner Sponsors, enabled the Challenge to raise \$75,000 more than the original \$200,000 goal.

Carter Gowrie, Founder of Gowrie Group, shared, *“The pandemic is not over, so our increased and continued support of the SSKP is needed now more than ever. I am proud that together, we are able to help those in need along our shoreline in such a significant way.”* Carter also reminded folks that missed the 2021 SSKP Benefit Concert, that the streaming link for the concert can be found on the Gowrie Facebook post dated December 15, 2021.

Amy Hollis, Executive Director of the Shoreline Soup Kitchens & Pantries said, *“My heart overflows with gratitude for each person connected with the Gowrie Challenge. The past two years we’ve witnessed increased need and generosity. With your help food and community are shared. On behalf of everyone at Shoreline Soup Kitchens & Pantries, I thank you for joining together in the journey to ensure our neighbors have access to food.”*

Due to the continued COVID-19 Pandemic, the “Black Friday Benefit Concert” held annually at The Katharine Hepburn Cultural Arts Center (The Kate) was streamed as a “Virtual Benefit Concert” on December 15, 2021. With the recording and streaming support of The Kate and Valley Shore Community Television, this year’s benefit concert was able to feature amazing music by the following artists: Shanna in a Dress, The Meadows Brothers, Moving Target, Geoff Matesky, Jeremy & Eric Lichter, Carter Gowrie & Friends. Viewers can enjoy the concert anytime by accessing the link on Gowrie’s Facebook page.

Gowrie Group’s parent company, Risk Strategies, also believes strongly in the need to give back and support local communities. The Risk Strategies Foundation generously donated to the 2021 Gowrie SSKP Challenge. We would also like to thank those who spread the word about this effort. Morning radio personality, Bob Muscatel of WLIS/WMRD, updated the community throughout the Challenge from his radio station. Shore Publishing provided a series of print advertisements in local papers across the shoreline. Valley Shore Community Television streamed the Benefit Concert.



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The Shoreline Soup Kitchens & Pantries. Since 1989, providing food and fellowship to those in need in the towns of Chester, Clinton, Deep River, East Lyme, Essex, Killingworth, Lyme, Madison, Old Lyme, Old Saybrook, and Westbrook. shorelinesoupkitchens.org