

FOR IMMEDIATE RELEASE

## **Electronic Systems' Beach Bag Program Supports At-Risk Kids**

Virginia Beach, Virginia – June 24, 2010 - Electronic Systems, Inc. (ESI) supports food banks across the state with a variety of fundraising activities throughout the year, and the beginning of summer means that ESI's Beach Bag program is back for the third year in a row.

The Beach Bag program acts as a supplement to the Kids Cafés hosted by local food banks. During the school year, Kids Café locations provide a safe haven and hot evening meals to at-risk children in the community. But when school is out of session for the summer, Kids Cafés are closed and students no longer have an opportunity to receive free breakfasts and lunches at their schools. ESI designed the Beach Bag program to help bridge this gap. By providing children with a tote bag full of healthy snacks, it ensures that children do not go hungry during the start of summer vacation.

ESI employees again took up the call to action by shopping for and purchasing kid-friendly, non-perishable, nutritious foods and bringing them to work. ESI donated bright red nylon beach bags, and employees worked together to sort all of the items collected and filled the bags at their offices. The company then took the filled bags to community sites and distributed them directly to needy children on the last day of school.

Employees from ESI's offices in Virginia Beach, Hampton, Richmond, Lynchburg, and Roanoke participated in the program this year. Together, they assembled a total of 204 beach bags (Virginia Beach 89, Hampton 60, Richmond 30, and Lynchburg/Roanoke 25). In addition to the bags, ESI also contributed \$436 in cash donations raised at a recent company cookout, the first of three that will be held this summer to benefit the food banks.

The Beach Bag program is just one part of ESI's yearly initiative to support food banks throughout the state. ESI participates in a similar program in December to fill backpacks with food for students to take home during winter break. The company also holds bowl-a-thons, cookouts, car washes, raffles, and silent auctions to raise money to fund the food banks' mission of ending hunger. ESI's Community Involvement Committee, which is made up of employees from across the state, oversees all fundraising efforts for the program.