

## FOR IMMEDIATE RELEASE

### **Martin's Super Markets web site features Make a Difference Michiana as portal to partner agencies**

**SOUTH BEND, IN/May 28, 2008/Martin's Super Markets/** -- Martin's Super Markets has announced an enhanced feature to its recently updated web site. In conjunction with Make a Difference Michiana (MDM), Martin's web site will utilize its portal page on MDM's web site to communicate news and events about Martin's partnering agencies.

Make a Difference Michiana is a web-based community resource whose mission is to connect the resources of the community with over 275 non-profit organizations in Michiana. Interested individuals or companies can learn about each organization's goals and volunteer and donations needs.

Martin's Supermarkets portal page is available via a *Community Portal* link featured on Martin's *Community Involvement* web page (<http://www.martins-supermarkets.com/cnt/CommunityInvolvement.html>). Non-profit agencies with which Martin's has current or planned fundraising support activities can be viewed.

In addition, the joint portal page offers the opportunity to contact Martin's or any of the partner organization for further information. Users are also encouraged to offer comment on any of several blogs featured on the portal page. Both Martin's customers, as well as employees, can get up-to-date information on efforts which directly benefit partner agencies.

"Martin's has had a commitment to community service for over 60 years," according to Amy Simeri-McClellan, Martin's Market Research Supervisor and MDM Board Chair. "Partnering with Make a Difference Michiana and its affiliated organizations in a web-based community is a great way to support and publicize the needs of those groups providing services to our community. Martin's is proud to have been one of the organizations to have lent support for this effort from the very beginning."

Martin's Super Markets was founded in 1947 and currently has 20 stores in South Bend, Mishawaka, Granger, Elkhart, Goshen, Plymouth, Nappanee and Logansport, Indiana, and Niles, Stevensville and St. Joseph, Michigan.

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