FOR IMMEDIATE RELEASE

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**Fill the Truck Kicks Off 2011 Campaign to Help Local Charities**

*11 Trucks at 11 Locations to Support 11 Charities in 2011*

**Cincinnati, Ohio, December 1, 2011**. The official kickoff for “Fill The Truck 2011” was held this morning at Frame USA’s Frame Warehouse Outlet store on Northland Boulevard in Springdale. Dan Regenold, CEO of Frame USA, thanked the ten new sponsors who have joined this year’s campaign, the companies and organizations that have provided ten additional host locations, and his employees who helped make last year’s campaign successful.

Regenold founded the campaign just before Christmas last year to help a local charity serve people struggling in the weak economy. His 2010 “Fill the Truck” campaign generated so many donations from vendors, retail stores, customers, and other people in the community that the truck overflowed! A second vehicle had to be used to deliver some of the donated blankets, sheets, coats, boots, gloves, baby formula, canned food, dishes, detergent, and many other clothing and personal hygiene items to the Healing Center at the Vineyard Community Church in Springdale.

Always looking for ways to improve, Regenold sought additional sponsors and host locations to help more local organizations through a bigger 2011 “Fill the Truck” campaign. To his surprise, several new sponsors called him to ask how they could help. “When we started this campaign last year, I didn’t know whether we could fill the truck or not. After the first weekend, I was scared that we couldn’t,” he said. “This year, I’m scared again. Can we fill eleven trucks? Let’s give it our best effort and help as many people as we can!”

“Fill the Truck 2011” includes eleven trucks at eleven locations to support eleven organizations, so members of our community can donate at the location closest to home or to the charity closest to their heart. All trucks are now in place and accepting donations, which will be delivered to the beneficiary organizations just before Christmas.

Sponsors for “Fill the Truck 2011” include Planes Moving & Storage, Walgreens, Innomark Communications, Trigon Imaging Systems, Metro Containers, Inc., Xerox, Spring Valley Bank, Centerville Coin and Jewelry, Visionaries & Voices, 55KRC, and Frame USA.

Beneficiary Organizations of “Fill the Truck 2011” include The Healing Center, Reach Out Lakota, Valley Interfaith, Hannah’s Treasure Chest, Matthew: 25 Ministries, CAIN (Churches Active in Northside), Inter Parish Ministries, the Brighton Center, Son Ministries, One Way Farm, and Frederick Douglass School..

Truck host locations and hours of operation are listed below and on the website, along with information about sponsors. For more information about how to help with donations, please visit the website below.

**About Fill the Truck**

[www.FillTheTruck.org](http://www.FillTheTruck.org)

Fill The Truck began in 2010 as a campaign by Dan Regenold, CEO of Frame USA, to fill a 53’ truck with donations that would help The Healing Center, a local charity organization, serve the needs of people in our community. The campaign was so successful that a second vehicle was needed to deliver some of the donations. Additional sponsors stepped forward to expand the 2011 campaign to eleven trucks at eleven locations, helping eleven local charities serve people in need in 2011:

**1) Frame USA**

225 Northland Blvd.

Springdale, Ohio 45246

Supporting: The Healing Center

Hours: Monday-Friday 10 am-7 pm, Saturday 10 am-6 pm, Sunday 12 noon-5 pm

**2 Spring Valley Bank**

1206 Springfield Pike

Cincinnati, OH 45215

Supporting: Valley Interfaith Food & Clothing Center

Hours: Monday-Friday 9 am-5:30 pm, Saturday 9 am-12 pm

**3) Planes Moving & Storage**

9823 Cincinnati Dayton Road

West Chester Township, OH 45069

Supporting: Reach Out Lakota

Hours: Monday-Friday 7 am-5 pm, Saturday 8am-11 am

**4) Centerville Coin & Jewelry**

38 West Franklin Street

Centerville, OH 45458

Supporting: Hannah’s Treasure Chest

Hours: Monday-Friday 10 am-6 pm, Saturday 10 am-3 pm

**5) Visionaries & Voices and George J. Hust Co.**

3841 Spring Grove Avenue

Cincinnati, OH 45223

Supporting: CAIN (Churches Active In Northside)

Hours: Monday-Thursday 9 am-8 pm, Friday 9am-4 pm

**6) Camp Bow Wow**

4955 Creek Road

Cincinnati, OH 45242

Supporting: Matthew 25 Ministries

Hours: Monday-Friday 7 am-7 pm, Saturday and Sunday 8 am-7 pm

**7) Walgreens (Beechmont - Ohio Pike)**

719 Ohio Pike

Cincinnati, OH 45245

Supporting: Inter Parish Ministries

Hours: Monday-Sunday 8am-9pm

**8) Walgreens (Northern Kentucky - Edgewood)**

3104 Dixie Highway

Edgewood, KY 41018

Supporting: Brighton Center

Hours: Monday-Sunday 8am-9pm

**9) Clippard Instrument Laboratory, Inc.**

7390 Colerain Avenue

Cincinnati, OH 45239

Supporting Son Ministries

Hours: Monday-Friday 8 am-4 pm, Saturday 8 am-12 noon

**10) Clippard Instrument Laboratory, Inc.**

4141 Thunderbird Lane

Fairfield, OH 45014

Supporting: One Way Farm

Hours: Monday-Friday 8 am-4 pm, Saturday 8 am-12 noon

**11) NAACP Cincinnati**

4439 Reading Road

Cincinnati, OH 45229

Supporting: Frederick Douglass School

Hours: Monday-Friday 11 am-6 pm

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