

News Release



FOR IMMEDIATE RELEASE

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NBC Features Evanger's Work with Keshet Special Needs Program

Keshet School's Developmentally Disabled Children Exhibit Abilities – Profits Go Back to Kids

January 29, 2010 (Wheeling, IL) - Evanger's Dog & Cat Food Company, a Chicago-based manufacturer of all-natural, high quality pet foods is beginning its fourth year of working with the Keshet School's Vocational Program. This program provides individuals with developmental disabilities a real-world career experience and responsibilities that may otherwise not be available to them.

In the vocational program, Keshet students receive an introduction to the workplace and are able to see their own project through from start to finish.

“The Keshet-Evanger's partnership offers real life job training for our young adults with intellectual challenges,” declared Abbie Weisberg, the vocational program director, enthusiastically. “There are few opportunities that our students are given in which the training directly generalizes back to their home communities. Pet Supplies ‘Plus’ is a national chain and once the skill is mastered, our students will graduate with ‘real’ job opportunities. Best Practices encourage adults with intellectual challenges to live, work and recreate in their own communities. Through people like Holly Sher [president of Evanger's], many of our students will grow to be taxpaying citizens who will be gainfully employed and loving life.”

Keshet students work with Evanger's Dog & Cat Food Company to prepare sample bags of dry food; the students label, fill, and seal each bag and are able to apply skills learned to produce a product for in store distribution.

On Monday, January 25th, NBC News aired a feature of the students' work. NBC walked through all steps of the career enhancement program by filming all steps of the manufacturing process. Afterwards, cameras followed the Keshet School to Highland Park's Pet Supplies ‘Plus,’ to show the Keshet students passing out samples of the dry food bags they prepared.

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Brett Schatzman, a participant in the Evanger's program, is a 17 year-old student with Down syndrome. When Bruce Wolf, a reporter for NBC 5 news asked Brett's mother Marlene what the program does for her son, she held back tears while stating, "It's amazing what it does for Brett. He wouldn't be able to do anything like this. He's able to get out into the community - he gets a chance to be successful."

The piece will play a large role in helping the children understand product distribution, as well as aid in the effort to raise awareness of children with developmental disabilities. It can be viewed at www.evangersdogfood.blogspot.com. Photographs can be viewed on Evanger's facebook page.

Additionally, Evanger's Dog & Cat Food Company further supported Keshet by donating a portion of Evanger's dry dog food purchases at Pet Supplies 'Plus' to the program.

MEDIA NOTE: PHOTOGRAPHS AVAILABLE UPON REQUEST

About Evanger's Dog & Cat Food Company, Inc., Made in the USA

Established in 1935, Evanger's Dog & Cat Food Company, Inc. is the oldest natural dog food company in the United States. Today, the suburban Chicago company is as innovative as when Fred Evanger first founded it 75 years ago, producing a wide array of human-grade dog and cat food dinners and supplemental food products. No premium pet food company is more dedicated to creating "People Food for Pets.™" For more information, visit www.evangersdogfood.com.

About Keshet

Founded in 1982, Keshet is a not-for-profit organization that provides year-round educational, recreational, and vocational programming for Chicagoland children and young adults with developmental disabilities. The vocational program enables these students to receive an introduction to the work place through pre-vocational skills preparation, career awareness, and job training within the community via local businesses. These services are a part of a continuum of life preparation that begins in the early grades. www.keshet.org

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