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AJ's Ice Cream Social Deemed a Sweet Success for Ryan House
Ryan House Palliative Care Facility to Open in Phoenix in 2009

ARIZONA (July 28, 2008) – AJ's Fine Foods recently hosted an ice cream social at all of its locations to benefit Ryan House, a children's palliative care facility scheduled to open next year. The fundraiser was a sweet success, raising more than \$2,500 for Ryan House.

Build-your-own ice cream sundaes were available for any donation amount, with all of the proceeds benefiting the development of the palliative care facility, which will be Phoenix's first. The AJ's store at Central and Camelback in Central Phoenix raised the most funds; a very generous customer gave a \$100 donation to the organization.

"The ice cream social created quite a bit of excitement and foot traffic at our store," said Gabe Flores, store director of AJ's in Central Phoenix. "We were very pleased to participate in such a fun and charitable event."

Ryan House was co-founded by Holly and Jonathan Cottor. Their youngest son, Ryan, was diagnosed with Spinal Muscular Atrophy – a genetic motor neuron disease resulting in severe weakness –when the Cottors were living in London. The family was impressed by the experience they had at the Helen House in London, a facility with family-focused respite care. After moving to Arizona, the Cottors made a commitment to create a similar facility, called Ryan House, in the United States.

"We are very grateful to AJ's for hosting the two-day ice cream social to benefit Ryan House," said Nancy Martin, executive director of Ryan House. "Community support is crucial in our quest to raise the funds we need to build and outfit the facility."

Scheduled to open in 2009, Ryan House will provide essential care to children with life-limiting conditions in a home-like setting where families can come for respite and, as needed, end-of-life care. All services at Ryan House will be guided by the principles of palliative care. This philosophy of comfort care addresses not only physical pain, but also the emotional, spiritual and social needs of the child and family. There will be no cost to families who use the services provided by Ryan House.

For more information about Ryan House, visit www.ryanhouse.org or call (602) 200-0767. For more information about AJ's, visit www.ajsfinefoods.com.

About Ryan House

The mission of Ryan House is to provide essential care in a home-like setting where families of children with life-limiting conditions will come for respite and, as needed, end-of-life care. All services at Ryan House will be guided by the principles of palliative care. This philosophy of comfort care addresses not only physical pain but also the emotional, spiritual and social needs of the child and family. There will be no cost to families to use the services provided by Ryan House. Ryan House is an Arizona 501(c) (3) non-profit that was established in 2004. The Ryan House facility is set to open in mid 2009. For more information, please visit www.ryanhouse.org.

About AJ's Fine Foods

AJ's Fine Foods, owned and operated by Bashas' Family of Stores, provides an unparalleled shopping experience that delights the senses. As Arizona's leading gourmet and specialty store that caters to discriminating tastes, AJ's offers the highest level of customer service and attention to detail. From chef-prepared entrees and custom cuts of meat to fresh, homemade desserts and a farmers market, AJ's offers a wide selection of high-quality, hard-to-find items. AJ's also offers an extensive wine collection with a knowledgeable cellar staff, fresh produce and grocery items, unique floral arrangements, a humidior, custom gift baskets and specialty gifts. AJ's operates 13 locations in Arizona, and was recently named one of the Best Places to Work. For more information, visit www.ajsfinefoods.com.

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