

GLEN COVE Record Pilot

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100TH ANNIVERSARY

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Frank Vassallo, VP of store operations; Jim Gallagher, store manager; SAFE executive director Dr. Sharon Harris; Georgie Connett, SAFE board chair; Tracey Cullen, director of pricing and social media; and district manager John Femminella. (Photo by Jill Nossia)

King Kullen Supports SAFE

BY JILL NOSSA
JNOSSA@ANTONMEDIAGROUP.COM

Glen Cove's substance abuse prevention agency was the recent benefactor of a portion of King Kullen's proceeds over its three-day Customer Appreciation Weekend held two weeks earlier. SAFE, Inc., was presented with a check for \$4,569.12 on Friday, Oct. 13, from

executives of the grocery store. "This generous donation will enable SAFE to continue to support its mission to eliminate alcohol and substance abuse in the City of Glen Cove," said Georgie Connett, SAFE Board Chair. She and Dr. Sharon Harris, executive director of SAFE, were on hand to receive the check and were surprised by the amount.

King Kullen held its first ever customer appreciation weekend from Sept. 29 through Oct. 1, donating 3 percent of its net proceeds from the weekend to SAFE, Inc. "We wanted to keep the money in the Glen Cove community and their commitment to drug abuse prevention and education, especially

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with children; and with the opioid epidemic right now, it's so critical," said Tracey Cullen, director of pricing and social media at King Kullen. "They're doing fabulous work and we hope to continue to help them."

"We scouted around and it struck us as giving us the best opportunity to help t the kids and the families," added Frank Vassallo, vice president of store operations.

During the customer appreciation weekend, King Kullen offered extra incentives to customers, such as free product samples, raffles, face painting and product discounts. Early morning shoppers even received a long-stemmed rose upon entering the store.

"We did some renovations and wanted to promote the store," said Vassallo. "We had a good turnout and it was another way we could appreciate our customers, by giving back."

He noted that having a competitive store right down the street was tough from a business standpoint, as that store is bigger and can offer some products for a cheaper price.

"We try to kill them with kindness, good customer service and good quality," he said.

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Joe W. Brown, senior vice president, chief merchandising officer; deputy mayor Barbara Peebles; SAFE executive director Dr. Sharon Harris; Georgie Connett, SAFE board chair; Mayor Reggie Spinello; Brian Cullen, co-president and co-CEO; Jim Gallagher, store manager; Frank Villardi, assistant to VP of store operations and Frank Vassallo, VP of store operations