

Stater Bros. tees up event for foundation

Stater Bros. Markets has formed its own nonprofit fundraising organization and has scheduled the group's first event, a golf tournament to be hosted by PGA Champions Tour regular and San Bernardino native Dave Stockton.

Stater Bros. Charities will host the Heroes With Hearts Challenge March 3 at Redlands Country Club, according to a Jan. 31 Stater Bros. release.



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One hundred and twenty eight players will participate in the event, which will raise money for four Inland charities: the Candlelighters Childhood Cancer Foundation of the Inland Empire, the VA Loma Linda Healthcare System, Operation SafeHouse and The Unforgettables Foundation.

The event is expected to raise more than \$400,000, said Jack Brown, Stater Bros.' chairman and chief executive officer.

Stater Bros. has donated to local charities for years. It gave about \$15 million in 2007, including scholarships to California State University, San Bernardino and

contributions to the Children's Fund of San Bernardino County.

But Stater Bros. officials decided to set up the nonprofit because such an organization will raise more money, Brown said.

Traditionally Stater Bros. has donated money to charities one year at a time and on a case-by-case basis, but setting up a nonprofit will make it easier for the company to establish long-term relationships with charities.

Stater Bros. Charities is designated a 501(c)(3) organization with the Internal Revenue Service, which means any donations made to it are tax-deductible.

"We want to make a strong statement about the charities we're trying to help out," Brown said. "In the past we've given year-to-year, but we decided we want to give more to some projects, and you need that tax-deductible designation in order to raise a lot of money."

Sarah Cain, formerly of Loma University Children's Hospital's charitable foundation, took over as executive director of Stater Bros. Charities in mid-January. The organization cost about \$250,000 to set up and will be overseen by an eight-member panel from Stater Bros. management.

That panel will decide how much money and to whom Stater Bros. Charities will give, Brown said.

Stater Bros. Markets will receive no tax benefit from Stater Bros. Charities because they are separate entities, Brown said.

New Stater Bros. in Cathedral City

In other Stater Bros. news, the San Bernardino-based chain broke ground Jan. 17 on a full-service supermarket that will be built at the northwest corner of Vista Chino and Landau Boulevard in Cathedral City.

The 44,000-square-foot, full-service store will be located in Plaza Rio Vista, which will include a Starbucks, a Carl's Jr. restaurant and a Chevron service station, according to a release.

The Cathedral City market will be the seventh Stater Bros. market in the Coachella Valley. It's scheduled to open this April. Stater Bros. operates 164 stores and employs 18,000 people.

Stater Bros. is the largest private employer in Riverside and San Bernardino counties, according to The Business Press' 2008 Book of Lists.

Miscellany: Fresh & Easy Neighborhood Market has submitted plans to build a

store at the northwest corner of Redlands Boulevard and Mountain View Avenue in Loma Linda, according to a published report. Fresh & Easy specializes in fresh fruits and vegetables and is a subsidiary of Tesco, the British retail giant. Fresh & Easy plans to open 18 to 20 stores in Riverside County during the next two years, according to the report. ... Buffalo Wild Wings held a grand opening Jan. 27 at its Mira Loma restaurant at 12411 Limonite Ave. in the Eastvale Gateway Center. The first 100 people through the door each received 52 vouchers for six free wings each, or one order for every week of the year, according to a release. ... Homesrun, a Palm Springs vacation home and rental management company, plans to attend the 14th annual Edmonton Recreation and Investment Property Expo in Canada this weekend, the company announced in a statement. The event attracts about 16,000 people. The company will represent the Palm Springs Chamber of Commerce at the event. With the decline of the U.S. dollar, Canadians, who long have fled northern winters for Palm Springs, have become even more inclined to shop and vacation in the United States. ■