



Maine General Store Supports Local Kids Through Charity Program



Morrill, Maine —Recently, the store donated \$300 through the Neighbor 2 Neighbor charitable donation matching, facilitated by Associated Grocers of New England, to a local program called Books for Bikes, a reading program aimed at its smaller inhabitants, aged kindergarten through second grade.

Through this donation, Bruce and his team were able to help out the kids that he sees every day, a regular occurrence since according to him, "the school is only right next door to the store."

When talking about his town, Bruce said: "This is a tight-knit community. Everybody knows everybody." In a place like Morrill, Maine, that sentiment rings true. Not only is the community tight-knit, but they are also supportive when it comes to charity initiatives. The donation was presented to Dwight Marshall of the Lodge Excelsior of Northport, Maine, who spearheads the Books for Bike Program. Bruce said he was "happy to have his donation make a difference." With the help of the Neighbor 2 Neighbor match, he was able to help out when asked. In his words, he was "Happy to help them out for sure."

Morrill General Store has been owned by Bruce Benjamin and his family for 29 years. The storefront boasts a full-service deli and kitchen, along with general grocery items, ranging from staple products like milk and bread to specialty items such as grains.

It is through independent stores owned by people like Bruce Benjamin that help make our communities a better place to live, to work, to play and yes, of course, to shop. Through Morrill General Store's charitable donation, the youth of Morrill Maine is given an excellent program to incentivize them to read more, while getting an opportunity with a chance to win a brand new bicycle and helmet.