

Family Video Movie Club, Inc.
Contact: Raelene Ohanesian
Phone: 847.904.9000
E-mail: raelene.ohanesian@familyvideo.com

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Family Video Donates Over 24,000 Turkeys and Hams This Holiday Season

Family Video continues its tradition of donating turkeys and hams to families in need this holiday season. As a way to give back to the communities that have embraced and supported its stores, the chain's 605 video stores will donate more than 24,000 turkeys and hams this year, between Thanksgiving and Christmas.

“Over the last 10 years, our employees have delivered more than 150,000 turkeys and hams to local families who need assistance. To think that your local video store has that kind of impact in the community is powerful,” said Keith Hoogland, Family Video's President. “Each year, we get notes of thanks from churches and families. That's how we know we're making a difference.”

The tradition began over 40 years ago, when CEO and Founder Charlie Hoogland's father Clarence Hoogland walked through the warehouse at his company, Midstates Appliance and Supply, giving each of his employees a plump turkey for the family's holiday meal. Charlie continued the tradition and turned it into something bigger: an opportunity for the company and its employees to express their gratitude toward the community in a meaningful way. Today, Charlie's son Keith leads the company.

Family Video is the third largest, and the largest family-owned, video rental chain in the country. The Hoogland Family believes in investing in each location rather than leasing. Purchasing real estate gives the company strong roots in each community.

Continuing to open an average of one store per week over the last 10 years, the chain believes its reputation with customers is a combination of an exceptional customer service, a wide selection of movies and video games, and low prices.

New members receive unlimited half price rentals for the first 30 days. Each of their locations offers hundreds of free movie rentals to children, with no restrictions. Thousands of movies rent two for one dollar for five nights.

In 1946, Clarence Hoogland started Midstates Appliance & Supply Company. In 1953, Clarence's son, Charlie, took over the company. In the 1970s, Midstates got "stuck" with a large quantity of videos. Charlie's team got the idea to rent the videos, and in 1978, one of the very first video rental stores in the country was founded.

For more information about Family Video, please visit www.familyvideo.com.

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