Day 1

the seven days of Kwanzaa

Dec.26 - Jan.1

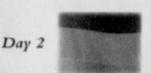
Day

Umoja: Unity



Living as one with our kindred souls and global family.

Kugichagulia: Self-Determination



Drawing on one's proud heritage to decide one's own lifepath.

Ujima: Collective Work



Day 3

Working for individual, generation and community success.

Ujamaa: Cooperative Economics



Building and supporting family and neighborhood concerns. Nia:

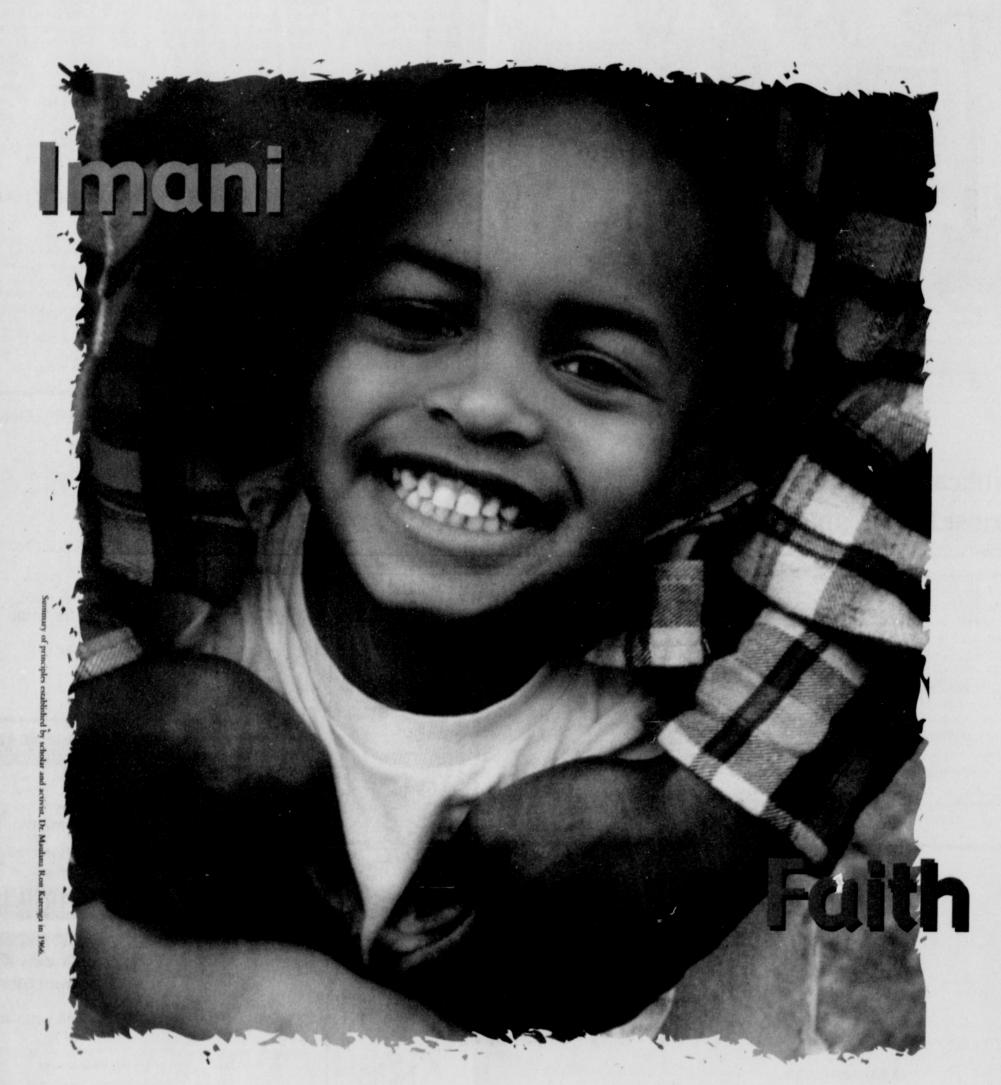


Affirming one's self worth of ultimate goals.

Kummba: Creativity



Giving birth to new ideas to reinvent the world.



Day 7 Believing in one's rich legacy and future potential.

On January 1st the last and tallest Kwanzaa candle is lit. The faith it represents burns eternal. This is the power of Kwanzaa: A celebration of ancient African traditions and modern family values. It's all about friends, family and communities coming

together to be enlightened while breaking bread. At Safeway, we're proud so many families count on us to make this Kwanzaa a holiday of bounty and devotion. As well as a chance to share our belief in an even brighter tomorrow. Harambee!



THE SAFEWAY COMPANIES

SAFEWAY-VONS - DOMINICK'S - PAVILIONS - CARRS - RANDALLS - TOM THUMB - GENUARDI'S