FESTIVAL FOODS SHOPPERS DONATE OVER $228,000 TO FOOD SHELTERS, ANIMAL ORGANIZATIONS IN 2018

GREEN BAY, WISCONSIN – (Feb. 20, 2019) – At Festival Foods checkouts throughout Wisconsin, shoppers have an opportunity to support local food pantries and animal organizations by simply adding a donation to their grocery totals. Two programs unique to Festival Foods – Food for Neighbors and Paw Away Hunger – have raised nearly $1.8 million to date, with donations in 2018 of more than $228,000. That’s a 36 percent increase from the previous year’s total of $167,000.

One hundred percent of all donations to these programs stay in the communities where they were collected. Currently in Wisconsin, 38 food pantries and 30 Wisconsin animal organizations benefit from the two programs.

The grocer began Food for Neighbors in 2004, followed in 2008 by the addition of Paw Away Hunger to help animal organizations in the state. Both programs offer shoppers a chance to purchase $5 or $10 donation cards.

Donation cards are available at registers and in the canned food and pet food aisles. Shoppers simply present cards to the cashier during checkout and the donation will be added to their grocery total.

"These programs show that small donations can add up to a huge impact," said Mark Skogen, president and CEO of Festival Foods. “Our guests are making a positive impact in their local communities with every contribution to Food for Neighbors and Paw Away Hunger.”

Festival Foods thanks NBC26 and Y100 for their media sponsorship of the Food for Neighbors and Paw Away Hunger programs in northeast Wisconsin.

ABOUT FESTIVAL FOODS

Founded in 1946 as Skogen's IGA, Festival Foods is a Wisconsin family- and employee-owned grocer that is committed to giving back to the communities it serves and to providing guests with exceptional service and value. The company began operating as Festival Foods in 1990 and today employs more than 7,500 full- and part-time associates. Festival Foods currently operates 32 full-service supermarkets across the state of Wisconsin. For more information about Festival Foods, visit www.festfoods.com.