Festival Foods, Rodac Donate Water to Hydrate the Homeless MKE

MILWAUKEE, WISCONSIN – (July 5, 2019) – Festival Foods and Rodac Development & Construction will donate 1,260 cases of water to Hydrate the Homeless MKE. The donation will be delivered mid-morning on Monday, July 8, to Eagle Eye Power Solutions, 4031 West Kiehnau Avenue in Milwaukee, where volunteers will pick it up and begin distribution.

Hydrate the Homeless MKE spokesperson Amber Parham said dehydration is one of summer’s biggest challenges among those who are homeless or in need.

“This water will make life more bearable for so many,” Parham said. “Water is a basic need and yet isn’t as accessible as you would think, particularly in the quantity people need to stay hydrated.”

In its fourth year, Hydrate the Homeless MKE collected and distributed 49,000 bottles of water in 22 days during summer 2018. Monday’s Festival Foods/Rodac donation will total 30,240 bottles – an excellent start to helping Milwaukee-area homeless and those in need during the hottest part of summer.

“Making a difference in our communities is one of the five values of Festival Foods, and we’re honored that we can help make this most basic need available when it’s needed most,” said Mark Skogen, president and CEO of Festival Foods. The grocer will open its first Milwaukee-area location Nov. 8 in Hales Corners.

For more information or to help with Hydrate the Homeless MKE, visit https://www.facebook.com/hydratethehomeleessmke/.

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.

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