



## NEWS RELEASE

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### Festival Foods Announces Red Kettle Campaign Results

GREEN BAY, WISCONSIN – (Feb. 6, 2020) – Shoppers at Festival Foods' 33 stores throughout Wisconsin gave more than \$431,000 to the Salvation Army Red Kettle Campaign in 2019.

Of the total, \$389,000 in cash was dropped in the traditional red kettles and \$42,000 was added to shoppers' grocery totals at Festival Foods checkouts.

"The checkout option is a win for our guests because it's convenient, and it also helps the Salvation Army serve more individuals in our communities," said Mark Skogen, Festival Foods president and CEO.

One hundred percent of donations added at the checkout and at the Red Kettles are passed along to the Salvation Army.

In addition to promoting Red Kettles in stores, Festival Foods encourages associates to take bell ringing shifts; associates rang bells in stores companywide Dec. 13. The effort is one more way the grocer demonstrates its support of the campaign.

To learn more about Skogen's Festival Foods and its commitment to community involvement, please visit [festfoods.com/about/community-involvement](https://www.festfoods.com/about/community-involvement).

### ABOUT SKOGEN'S FESTIVAL FOODS

Founded in 1946 as Skogen's IGA, Skogen's 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. The company currently operates 33 full-service supermarkets across the state of Wisconsin.