



## NEWS RELEASE

### Contact Information

Brian Stenzel, Senior Director, Community Involvement  
Skogen's Festival Foods  
920.621.2408 PHONE  
CIDepartment@festfoods.com

---

### **Festival Foods matching gift program exceeds expectations Grocer will match \$25,000 for local food pantries, pet organizations**

GREEN BAY, WISCONSIN – (July 8, 2020) – Skogen's Festival Foods recently challenged its guests and associates to donate to its Food for Neighbors and Paw Away Hunger programs, and promised to match all funds raised over a five-week period up to a maximum of \$25,000.

The results are in and a total of \$34,000 was raised by the June 30 deadline – far exceeding Festival Foods' goal of \$25,000.

"This is outstanding news for our local food pantries and pet organizations, and it's proof that every donation makes a difference," said Mark Skogen, Festival Foods president and CEO.

The \$25,000 in matching funds will be divided among the 40 food pantries and 30 Wisconsin animal organizations that currently benefit from the two programs.

Festival Foods 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 an opportunity to donate \$5 or \$10 at the checkout, and Festival Foods gives 100 percent of every donation to area nonprofits in need that have partnered with Festival Foods.

Festival Foods also announced it's added the ability for guests to [give online](#) to Food for Neighbors and Paw Away Hunger through Click N Go, Festival Foods' online shopping program. Both in-store and online donations counted toward the match.

Food for Neighbors and Paw Away Hunger have raised over \$2 million to date, with donations in 2019 of nearly \$240,000. One hundred percent of all donations to these programs stay in the communities where they were collected.

To find out more about ways that Festival Foods supports the communities it serves, visit the [Festival Foods Community Involvement](#) webpage.

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. The company currently operates 33 full-service supermarkets across the state of Wisconsin.

###