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## **Festival Foods and Mighty Spark partner to donate 25,862 meals\* to people in need**

*Donated meals\* will be distributed by Feeding America's local Wisconsin food banks*

(GREEN BAY, WISCONSIN) – Oct. 14, 2020 – A recent partnership between Festival Foods and [Mighty Spark](#) has yielded 25,862 donated meals, which will be distributed by Feeding America's network of local food bank partners in Wisconsin.

The donated meals are a result of a local giving campaign held from March 17 to Sept. 8, 2020. For every Mighty Spark product purchased at Festival Foods throughout the campaign, Mighty Spark donated one meal.

"This was a great opportunity for our guests to help fight local food insecurity simply by purchasing Mighty Spark products," said Mark Skogen, president and CEO of Skogen's Festival Foods. "We are grateful to our guests for making this donation possible to provide meals to people in need throughout Wisconsin."

[Mighty Spark](#) is a rapidly growing company that [donates a meal](#) with each purchase of its all-natural, flavorful poultry. The company has expanded its product assortment at Festival Foods this year. The match program will help the [1 in 7 people](#) throughout the U.S. who do not know where their next meal will come from.

"Millions of people are in need of food, so we're happy to do our part – along with amazing food bank partners – to support those in need through the 25,862 meal donations," said Kristy Welker, Mighty Spark marketing director.

"Our neighbors across the country need our support now more than ever. Feeding America is grateful for our partnership with Mighty Spark and their commitment to help end hunger," said Lauren Biedron, vice president of corporate partnerships at Feeding America."

Due to the COVID-19 pandemic, more than [40 million people](#) across every community across the U.S. are turning to their local food banks for nutritious food. To learn how you can take action to support hunger in your community visit [FeedingAmerica.com](https://www.feedingamerica.com).

*\*\$1 helps provide at least 10 meals secured by Feeding America® on behalf of member food banks.*

## **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.

### **About Mighty Spark**

Minneapolis-based Mighty Spark empowers shoppers to give back by [donating a meal](#) to those in need through each purchase of its all-natural, premium poultry. Together, with its consumers, Mighty Spark is making an impact on hunger in communities around the world with meal donations exceeding more than 8 million meals, with millions to come.

Available at select grocery stores nationwide, Mighty Spark uses premium cuts for its all-natural poultry to deliver unparalleled taste and quality. From Queso Fresco and Jalapeño Turkey Patties, to Bruschetta Ground Chicken and more, Mighty Spark's lean poultry not only delivers remarkable flavor, it's also a small but powerful act that makes an impact on hunger each day. Join the movement by visiting [Mightysparkfood.com](http://Mightysparkfood.com).

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