



NEWS RELEASE

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Festival Foods Celebrates 2020 Red Kettle Campaign Results

GREEN BAY, WISCONSIN – (Feb. 1, 2021) – Shoppers at Festival Foods' 33 stores throughout Wisconsin gave more than \$560,000 to the Salvation Army Red Kettle Campaign in 2020. While the majority of contributions were made at kettles, our stores saw a substantial increase in donations at checkouts – as additions to grocery totals.

Total Salvation Army giving at checkouts in 2020 was \$78,000, nearly double the \$42,000 raised at checkouts in 2019.

"We're really pleased that the Salvation Army can serve more individuals in our communities as a result of this generosity," said Mark Skogen, Festival Foods president and CEO. "The option of adding a donation at the checkout is a win for our guests because it's convenient, and this past year it proved to be especially popular."

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.

To learn more about Skogen's Festival Foods and its commitment to community involvement, please visit festfoods.com/about/community-involvement.

ABOUT FESTIVAL FOODS

Founded in 1946 as Skogen's IGA, [Skogen's Festival Foods](https://festfoods.com) 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 33 full-service supermarkets across the state of Wisconsin. Skogen's Festival Foods is @festfoods on Twitter, Instagram and Facebook.

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