



News Release

FOR IMMEDIATE RELEASE
February 25, 2016

FOR MORE INFORMATION, CONTACT:
Jessica Bjorgaard
(816) 994-0986
Jessica.Bjorgaard@inquestmarketing.com

PRICE CHOPPER DONATES \$186,524 TO FIGHTING HUNGER IN KANSAS CITY

PRAIRIE VILLAGE, Kan. – Wednesday, February 24, Price Chopper presented a check for \$186,524 to Harvesters – The Community Food Network as part of their winter hunger campaign, Check Out Hunger.

From Nov. 1, 2015 to Jan. 3, 2016, Price Chopper shoppers were able to donate while paying for their groceries through Harvesters' Check Out Hunger campaign. For every dollar donated, Harvesters can provide three meals to people in need. That translates to more than 550,000 meals that Harvesters can supply through their network of food agencies.

"We are incredibly thankful for the work that Harvesters does for our communities," said Casie Broker, Director of Marketing, Price Chopper. "and we are proud to partner with them in the fight against hunger in Kansas City."

Price Chopper has partnered with Harvesters for Check Out Hunger for several years, but this winter was by far the most successful campaign to date. Altogether, the 50 Price Choppers in the Kansas City Metro increased their donations by more than 23 percent over last year – an increase of more than \$35,000. Broker attributes this success to Price Chopper's loyal customer base.

"We have the best customers," said Broker, "It never fails. When we run a campaign to raise food or donations for those in need, they come through with flying colors."

ABOUT PRICE CHOPPER

Price Chopper's 50 Kansas City stores are locally owned by the Ball, Cosentino, McKeever, and Queen families, all of whom live in Kansas City and oversee store operations on a daily basis. For 36 years, the owners and employees of Price Chopper have been committed to providing the highest quality products and top-of-the-line customer service to the thousands of customers they serve every day. For more information, please visit www.mypricechopper.com.

ABOUT HARVESTERS

Harvesters is this area's only food bank and was Feeding America's 2011 Food Bank of the Year. Serving a 26-county area of northwestern Missouri and northeastern Kansas, Harvesters provides food and related household products to more than 620 not-for-profit agencies including emergency food pantries, soup kitchens, homeless shelters, children's homes and others. Agencies in Harvesters' network provide food assistance to as many as 66,000 different people each week. Harvesters, which was founded in 1979, is a certified member of Feeding America, a nationwide network of more than 200 food banks, serving all 50 states. For more information, visit www.harvesters.org.

###