



News Release

FOR IMMEDIATE RELEASE

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PRICE CHOPPER CUSTOMERS DONATE MORE THAN \$30,000 TO FEED KANSAS CITY KIDS

Harvesters' No School = No Lunch Campaign benefits food-insecure children in Kansas City

PRAIRIE VILLAGE, Kan. – Price Chopper thanks customers for graciously donating \$30,889.00 to Harvesters through the 2017 No School = No Lunch campaign, a fund and food drive that focuses on the rise of childhood hunger throughout summer months.

More than 100,000 kids in Kansas City rely on free or reduced lunches during the school year. When school is out, the average household food budget for families with children increases by \$300, and many families don't know where meals will come from.

Created nearly 10 years ago by a partnership between Price Chopper and Harvesters, the No School = No Lunch program is a way to recognize the need to provide meals for children when the school year ends. One in every five children in the KC area is at risk of going hungry, and 38 percent of these children live in households that don't qualify for federal nutrition programs such as Supplemental Nutrition Assistance Programs or food stamps.

"We are very grateful to Price Chopper and Price Chopper customers for their kind donations this summer. For every one dollar donated, Harvesters can provide three meals," said Valerie Nicholson-Watson, president and CEO of Harvesters. "Thanks to the No School = No Lunch donations from Price Chopper, Harvesters is able to provide nearly 100,000 meals to hungry children in the Kansas City metro area this summer."

Throughout the last three months, Price Chopper shoppers were able to donate \$1, \$5, or \$10 at Price Chopper registers during check out, donate kid-friendly foods at in-store barrels or make a donation through the No School=No Lunch virtual food drive.

"When you struggle to have enough for your family that impacts so many different areas of life. Price Chopper wants to do everything we can to reduce the amount of people who go hungry in Kansas City," said Casie Broker, vice president of marketing at Price Chopper. "This year, the No School = No Lunch campaign raised \$3,000 more than last year. It's so great to see the generosity of people in our community each year during the No School = No Lunch campaign."

No School = No Lunch is part of Price Chopper's CHOP Hunger initiative, which includes five annual programs that benefit Harvesters. Each year, through customers' participation in food and fund initiatives, the CHOP Hunger initiative provides more than one million meals to our neighbors in the greater Kansas City metro area.

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 nonprofit 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 141,500 different people each month. 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.

About Price Chopper

Price Chopper's 51 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 38 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.

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