



# News Release

FOR IMMEDIATE RELEASE  
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## **PRICE CHOPPER TO COLLECT MONEY FOR RELIEF EFFORTS**

KANSAS CITY, Mo. — In the wake of the destruction left by the storms on Monday, March 6<sup>th</sup>, Price Chopper is partnering with FOX 4 and the American Red Cross of Greater Kansas City to collect donations for families whose homes were damaged or destroyed by the severe weather.

Donations will be collected at all 51 Greater Kansas City Price Choppers and St. Joseph, Mo. at the checkout registers Saturday, March 11<sup>th</sup> through Saturday, March 25<sup>th</sup>. Shoppers may donate \$1, \$5, \$10 or any multiples of those amounts. Receipts will be printed for tax purposes.

“Our thoughts are with the communities who were hit by Monday’s storms,” said Casie Broker, VP of Marketing, Price Chopper. “It’s our honor to help support the families who have lost their homes while they get back on their feet.”

All proceeds will go first to local citizens in need. If donations exceed local needs, they will be used to assist people affected by disasters like tornadoes and other crises through the Red Cross Disaster Relief.

### **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](http://www.mypricechopper.com).

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### **American Red Cross Contact:**

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