

# News Release

FOR IMMEDIATE RELEASE



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## PRICE CHOPPER, KU FOOTBALL RAISED 50,500 MEALS FOR HARVESTERS

PRAIRIE VILLAGE, Kan. (November 13, 2014) – Price Chopper joined forces with the University of Kansas Football Team to fight hunger in Kansas City, and raised 50,500 meals that will benefit Harvesters – The Community Food Network. Price Chopper and KU Football will present a check to Harvesters during the first time out of KU’s last home football game on Saturday, November 15, 2014.

In the fundraiser, First Downs for Families, Price Chopper pledged to donate \$100 for every first down that the KU Football Team achieved through November 8<sup>th</sup> of the 2014 season. The KU Football team recorded 101 first downs this season for a total of \$10,100 to be donated to Harvesters.

“Our customers are such loyal fans of all college sports, especially the big three close to Kansas City,” said Casie Broker, Director of Marketing, Price Chopper. “We thought this would be a fun way to work with KU’s football program and raise more meals for our partners at Harvesters.”

### First Downs for Families – Check Presentation

Saturday, November 15

KU Football Game – First Time Out

Memorial Stadium

Lawrence, Kansas 66044

Price Chopper works year round with Harvesters to help feed Kansas City families in need with its CHOP Hunger Program. Through various initiatives such as No School = No Lunch, Fill the Fridge, Check Out Hunger and more, Price Chopper raises more than one million meals each year to be distributed locally through Harvesters – The Community Food Network.

### About Price Chopper

Price Chopper’s 50 stores are locally owned by the Ball, Bresette, Cosentino, McKeever, and Queen families, all of whom live in Kansas City and oversee store operations on a daily basis. For 35 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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