

News Release

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PRICE CHOPPER RAISES MORE THAN \$34,000 DURING SUMMER HUNGER CAMPAIGN

PRAIRIE VILLAGE, Kan. (August 28, 2014) – Price Chopper recently announced the results of this year’s summer hunger campaign, No School = No Lunch. With the help of all 51 area Price Choppers, \$34,093 was raised to benefit Harvesters—The Community Food Network.

Hosted by Price Chopper, No School=No Lunch raises awareness and funds for childhood hunger during summer break by giving the community an outlet to donate to Harvesters. For every \$1 that is donated at Price Chopper during the summer campaign, Harvesters is able to provide five meals.

“Feeding Kansas City is in the heart and soul of Price Chopper,” said Casie Broker, Director of Marketing for Price Chopper. “So helping Harvesters feed those in need is a cause very dear to us. We couldn’t make this happen without our customers and want to thank our communities for their continued support.”

According to Harvesters, many lower-income children rely on school breakfast and lunch programs throughout the school year for nutrition. During the summer, thousands of children in Kansas City are at risk of hunger.

“Harvesters is grateful to our local Price Chopper grocery stores and their dedicated shoppers for sharing our mission to feed hungry people in our community,” said Harvesters’ President and CEO Valerie Nicholson-Watson. “When we work together to feed hungry children over the summer, we are investing in our future and in the overall health and well-being of our entire community. Each \$1 donated makes a huge difference for a child!”

About Price Chopper

Price Chopper’s 51 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 34 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—The Community Food Network

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 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.

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