

# NEWS RELEASE



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## **Chris' Food Center Earns Silver Plate Award and \$1,000 for Bruno Food Shelf from Minnesota Grocers Association**

### ***Statewide "Minnesota's Own" Campaign Works to End Hunger***

St. Paul, MN. – March 30, 2016 – Chris' Food Center is one of six companies statewide to be recognized for its exceptional efforts to end hunger in its community. Chris' Food Center participated in the October 2015 "Minnesota's Own" campaign to end hunger.

"Minnesota's Own" has raised food and monetary donations to provide over 34 million meals to Minnesota families in need since 2008. It was coordinated by the Minnesota Grocers Association (MGA) and included 175 MGA retail members, 13 vendor partners, and community food banks and food shelves across the state.

Participating stores and vendor locations offered multiple opportunities for consumers to contribute to the campaign. Many retailers encouraged customers to donate grocery items in-store or round up their purchase totals at the register, contributing the price difference to feed local families. Others prominently displayed the names of customers who donated money on grocery list icons. All food and monetary contributions collected were distributed to a variety of local food shelves, banks, and support organizations across the state.

Chris' Food Center received the Silver Plate Award for Best Overall Program Support – Retail in the "Minnesota's Own" display contest, which offers a chance for campaign participants to get creative with in-store advertising while engaging consumers to end hunger. In addition to the award, Chris' Food Center presented a \$1,000 donation to the food charity of their choice, Bruno Food Shelf, on behalf of the "Minnesota's Own" program.

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“We are very excited to be able to help our local food shelves by being able to donate \$1,000 to the local Bruno Food Shelf on behalf of the Minnesota Grocers Association’s ‘Minnesota’s Own’ Program,” said Craig Thorvig, owner of Chris’ Food Center. “In addition, Chris’ Food Center has donated over 20,000 pounds of food this past year to local food shelves in the Sandstone and Pine City area. In March we will also have opportunities for our customers to be able to donate to the local food shelves as well.”

“The support from Chris’ Food Center is greatly appreciated,” said Steve Storebo, Manager of the Bruno Food Shelf, “and comes at a vital time as our need is growing and donations are usually down at this time of year. The timing is perfect and the support is apparent and appreciated.”

“It was exciting to see these partnerships develop and everyone’s hard work on the “Minnesota’s Own” program make a positive difference for Minnesota families in need,” said Jamie Pfuhl, President of the MGA. “I applaud Chris’ Food Center on its successes in this campaign. All of our participants did a great job raising awareness on a community level and rallying consumers behind this important cause.”

***Chris’ Food Center*** – locally owned and operated family business for over 40 years, community based full service grocery store.

***Bruno Food Shelf*** – Economic realities face Minnesotans in Northern Pine County every day. The Bruno Food Shelf serves over 85 families consisting of over 235 people in an area that is larger than 500 square miles. We rely heavily on cash donations as our facility is small at 196 square feet. Our need is growing as we have seen an increase of over 40% in the last 18 months for food shelf support.

***The Minnesota Grocers Association*** is a state trade association representing the food industry since 1897. We have over 200 retail members with nearly 1,100 stores statewide, as well as approximately 100 distributors and manufacturers. Our member companies employ over 125,000 union and non-union Minnesotans. We provide civic leadership and strive to advance the common interests of those engaged in all aspects of the food industry of Minnesota.

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