

NEWS RELEASE



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Coborn's of Sauk Rapids and Post Consumer Brands Earns Silver Plate Award and \$1,000 for Second Harvest Heartland from Minnesota Grocers Association

Statewide Bag Hunger Campaign Works to End Hunger

St. Paul, MN – October 24, 2017 – Coborn's of Sauk Rapids and Post Consumer Brands are two of six companies statewide to be recognized for their exceptional efforts to end hunger in their communities through the annual MGA Bag Hunger Campaign.

The campaign was coordinated by the Minnesota Grocers Association (MGA) and included 279 MGA retail members, 10 vendor partners, and community food banks and food shelves across the state. The MGA's hunger programs have provided over 36 million meals to Minnesota families in need since 2008.

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.

Coborn's of Sauk Rapids and Post Consumer Brands received the Silver Plate Award for Best Creative Partnerships in the Bag Hunger Campaign Silver Plate contest, which offers a chance for campaign participants to get creative with in-store advertising while engaging consumers to end hunger.

Statewide, 289 stores and vendors participated in this year's display contest. In addition to the award, Coborn's of Sauk Rapids and Post Consumer Brands presented a \$1,000 donation to the food charity of their choice, Second Harvest Heartland, on behalf of the 2016 Bag Hunger Campaign.

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“Post Consumer Brands has been affiliated with hunger relief organizations in Minnesota for many years. And once again, we’re honored to be part of the Bag Hunger Campaign sponsored by the MN Grocers Association,” said Greg Hasper, VP Sales. “This year, we’ve partnered with Coborn’s in Sauk Rapids to create high-impact merchandising that raises awareness about the hunger issue in Minnesota. Thank you Coborn’s for making our theme “Bag Hunger” a reality.”

“We are excited to help Second Harvest Heartland thanks to the Bag Hunger Campaign and Coborn’s guests,” said Kevin Hurd, Coborn’s, Inc. Communications Specialist. “The real winners in this effort are the families in our community that will benefit from the contributions our guests made. Thank you to our guests for their generosity and willingness to help strengthen our community.”

“In addition to Coborn’s and Post Consumer Brands’ continuous support through financial donations, food donations and volunteer hours, we at Second Harvest Heartland thank them for this additional donation of \$1,000,” said Rob Zeaske, CEO. “Congratulations to Coborn’s and Post Consumer Brands as winners of the Minnesota Grocers Association’s 2016 Bag Hunger Campaign Silver Plate Award.”

“It was exciting to see these partnerships develop and everyone’s hard work on the Bag Hunger Campaign make a positive difference for Minnesota families in need,” said Jamie Pfuhl, President of the MGA. “I applaud Coborn’s of Sauk Rapids and Post Consumer Brands on their 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.”

*St. Cloud, Minn.-based **Coborn’s, Inc.** is an employee-owned grocery retailer with 8,000 employees and 54 stores across Minnesota, North Dakota, South Dakota, Iowa, Illinois and Wisconsin under the Coborn’s, Cash Wise Foods, Marketplace Foods and Save-A-Lot banners. Coborn’s, Inc. also owns CobornsDelivers, an online grocery ordering and home delivery service; and stand-alone convenience, liquor, video and pharmacy locations. To support its 120 retail locations, Coborn’s, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center.*

***Second Harvest Heartland** is one of the nation’s largest, most efficient and most innovative hunger relief organizations. Second Harvest Heartland provides an average of 75 percent of all food distributed by its food shelf partners, and in 2016, provided more than 80 million meals to nearly 1,000 food shelves, pantries and other partner programs serving 59 counties in Minnesota and western Wisconsin. Second Harvest Heartland leads through innovation, finding efficient, effective solutions to connect the full resources of our community with our hungry neighbors. For more information, visit 2harvest.org or call 651.484.5117.*

***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.*