

# NEWS RELEASE



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## **Chris' Food Center Earns Silver Plate Award and \$1,000 for the East Central Backpack Food Program from Minnesota Grocers Association**

### ***Statewide Bag Hunger Campaign Works to End Hunger***

St. Paul, MN – October 24, 2017 – Chris' Food Center is one of six companies statewide to be recognized for its exceptional efforts to end hunger in its community 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.

Chris' Food Center received the Silver Plate Award for Best Overall Program Support 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, Chris' Food Center presented a \$1,000 donation to the food charity of their choice, East Central Backpack Food Program, on behalf of the 2016 Bag Hunger Campaign.

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“Chris’ Food Center is pleased to be able to partner with the Minnesota Grocers Association Bag Hunger Program and make a \$1,000 donation to the East Central Backpack Food Program,” said Craig Thorvig, President. “The money will help feed hungry children during school breaks and weekends.”

“The East Central Backpack Food Program is thankful for all the help that Chris’ Food Center has provided for the program. They assist with purchasing all the food for our program’s food pantry,” said Cassie Gaede, East Central Secondary School Counselor. “Without their help, we would have been unable to sustain this program. We are so grateful for all they do for the families in our community.”

“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 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*** is a locally owned independent grocery store.

***East Central Backpack Food Program***, started January 2016, provides a weekend supply of nutritious food for children when school lunch and breakfast is unavailable on a weekend or school holiday. Each food bag contains two breakfasts, two lunches, two snacks, one vegetable, and one fruit. All food is nonperishable and provided to children free of charge. It is our hope these resources will support the health, behavior, and achievement of every student that participates. The program is run by the East Central National Honor Society and community volunteers who donate and pack the food bags. The program is intended to help those children whose families find it difficult to provide enough food for the entire month.

***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.