



## NEWS RELEASE

### Contact Information

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### Festival Foods Partners with Nonprofits to Boost Donations

GREEN BAY, WISCONSIN – (Jan. 31, 2019) – Festival Foods is committed to supporting the communities it serves, and one way is by offering shoppers an easy way to donate right at the checkout. In 2018, these giving opportunities – called "icon" campaigns – raised more than \$291,822 for nonprofit community organizations throughout Wisconsin.

Each year, nonprofit organizations can apply through the [Festival Foods website](#) to hold a 15-day icon campaign. After all submissions are in, associates at each Festival Foods location vote on the nonprofits they want to support with the exception of the Salvation Army and Muscular Dystrophy Association, which will have icon sales at every Festival Foods location this year.

The following icons will be promoted in Festival Foods stores throughout the state this year:

- **In the Southern Wisconsin Region (Kenosha, Mount Pleasant, Paddock Lake and Somers):** St. Jude Children's Research Hospital and Safe Harbor Humane Society
- **In the Manitowoc and Sheboygan Region:** Make-A-Wish Foundation, Manitowoc County Domestic Violence Center, St. Jude Children's Research Hospital and USO
- **In the Oshkosh and Fond du Lac Region:** Make-A-Wish Foundation, United Way and Children's Hospital of Wisconsin
- **In the Fox Cities Region (Appleton, Menasha and Neenah):** Special Olympics and Alzheimer's Association
- **In the Green Bay Region (Green Bay, De Pere and Suamico):** Alzheimer's Association and Happily Ever After
- **In the Marshfield Region:** St. Jude Children's Research Hospital and American Diabetes Association of Wisconsin
- **In the Eau Claire Region:** Alzheimer's Association and Junior Achievement
- **In the La Crosse Region (La Crosse, Onalaska, Holmen):** Seeds of Hope/Hunger Task Force and Freedom Honor Flight
- **In the Madison Region (Madison, Janesville and Fort Atkinson):** Make-A-Wish Foundation, Big Brothers Big Sisters of Dane County, St. Jude Children's Research Hospital, School District of Janesville's Bags of Hope Food Delivery Event and Alzheimer's Association
- **In the Wisconsin Dells Region (Baraboo, Mauston and Portage):** St. Jude Children's Research Hospital and Alzheimer's Association
- **Tomah:** Remembering Jesse Parker and Families First Monroe County

"We'd like to thank our guests – they're the ones who make this program happen," said Mark Skogen, Festival Foods president and CEO.

To find out more about ways that Festival Foods supports the communities it serves, visit the [Festival Foods Community Involvement](#) webpage.

### ABOUT FESTIVAL FOODS

Founded in 1946 as Skogen's IGA, Festival Foods is a Wisconsin family- and employee-owned grocer that is committed to giving back to the communities it serves and to providing guests with exceptional service and value. The company began operating as Festival Foods in 1990 and today employs more than 7,500 full- and part-time associates. The company currently operates 32 full-service supermarkets across the state of Wisconsin.

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