



NEWS RELEASE

Contact Information

Brian Stenzel, Director, Community Involvement
Skogen's Festival Foods
920.621.2408 PHONE
cidepartment@festfoods.com

Festival Foods Partners with Acosta to Support Wisconsin Veterans

GREEN BAY, WISCONSIN – (April 1, 2019) – Festival Foods will partner with packaged goods marketing agency Acosta from April 4 through April 30 to provide a \$5,000 donation to two Wisconsin veterans organizations.

Together, Festival Foods and Acosta will give the donation to the Wisconsin Veteran Trust Fund and Center for Veterans Issues.

Acosta is a company that markets some of the most popular brands on Festival Foods' shelves. The two companies believe in the importance of providing quality services for veterans nationwide and hope the contribution makes a difference in local veterans' lives.

Shoppers are able to support the cause by purchasing a variety of brands from April 4 through April 30 at all Festival Foods locations. Specific ad items can be found in the weekly ad booklet in stores. Brands that are part of the cause include Campbell's Well Yes! Soup, Minute Maid, Prego and Barilla, as well as V8, Eight O' Clock Coffee, Stouffer's, Simply Lemonade, Quilted Northern Bath Tissue, Brawny Paper Towels, Green Mountain K-Cup Coffee and Hostess.

"Our service members and veterans need our support as they return home. It is important that we support not only these fine women and men but their families as well," said Jim Schmidt, a team member of Acosta and the Heart For The Brave campaign, a charitable program that supports veterans and organizations that support veterans. "We are proud to be a part of a campaign in which great brands and companies align to make a difference for local veterans and military families."

"We are honored to join this effort to help boost support to local organizations that provide housing assistance, job training and so many more crucial programming and services to Wisconsin veterans," said Mark Skogen, president and CEO of Festival Foods.

For more information on the donation, please visit festfoods.com/blog. For additional details on Festival Foods' commitment to the communities it serves, visit festfoods.com/community.

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. Festival Foods currently operates 32 full-service supermarkets across the state of Wisconsin. For more information about Festival Foods, visit www.festfoods.com.

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