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THE FRESH MARKET RAISED FUNDS FOR THE AMERICAN RED CROSS FOLLOWING NATURAL DISASTERS IN THE SOUTHEAST

Specialty Grocer Raises More Than \$26,000 in Two Weeks

GREENSBORO, N.C. (May 3, 2021) – After a wave of tornadoes and floods struck the southeast region of the United States last month, The Fresh Market partnered with the American Red Cross to establish a “round-up at the register” to offer guests and team members a way to assist people affected by the devastation.

There were 35 of The Fresh Market stores located in Alabama, Arkansas, Georgia, Louisiana, Mississippi, and Tennessee that hosted a “round-up at the register” where guests had the chance to round up their total to the nearest dollar, or to donate another dollar amount. In total, these generous donations helped The Fresh Market raise \$26,359.58 from April 14 through April 27, 2021 with 100% of the proceeds going to the Red Cross.

“The Fresh Market is committed to supporting the communities where we do business, and we wanted to provide a meaningful way to help people affected by these recent floods and tornadoes,” said Jason Potter, Chief Executive Officer for The Fresh Market. “These funds will help to enable the American Red Cross to provide much needed food, water and other necessities where they are needed most.”

The raised funds will help the Red Cross secure products and provide care and comfort including food, water, shelter, first-aid, cleaning supplies and more to the areas that were badly impacted by these natural disasters.

About The Fresh Market, Inc.

Voted as the “Best Supermarket in America” by USA Today’s 10Best Readers’ Choice Awards, The Fresh Market helps guests discover the best with time-saving meal solutions, unique ingredients, and delicious food for any occasion. From fresh produce and exceptional meat and seafood to signature baked goods and thousands of organic options, the specialty grocer has something to please every palate. The Fresh Market currently operates 159 stores in 22 states across the U.S., inspiring guests to discover new flavors and cook with confidence. For more information, please visit www.thefreshmarket.com or follow the company on [Facebook](#), [Twitter](#), [Instagram](#) and [Pinterest](#).

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on Twitter at [@RedCross](#).

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