



FOR IMMEDIATE RELEASE

CONTACT: Patrice Molnar

PatriceMolnar@thefreshmarket.net

The Fresh Market Partners with Feeding America® for Tornado Relief Fundraiser

Specialty food retailer invites guests to round up at the register

GREENSBORO, NC – April 19, 2023 – As thousands of people continue to pick up the pieces in the South and Midwest, [The Fresh Market](#) announced today that it is partnering with [Feeding America](#)® to launch a fundraiser to support relief efforts in areas recently impacted by tornadoes. From April 19 until May 2, customers at The Fresh Market stores in Alabama, Arkansas, Mississippi, Illinois, Indiana, and Tennessee will have the opportunity to round up their purchases to the nearest dollar or make a donation at the register to support Feeding America's disaster relief efforts in the wake of recent tornadoes that have impacted communities in parts of these states.

"We are deeply saddened by the destruction and loss of life caused by the recent tornadoes," said Jason Potter, CEO of The Fresh Market. "As a company with a strong commitment to giving back to the communities we serve, we are proud to partner with Feeding America to provide critical food support to people affected by these devastating storms."

All funds raised through the roundup will support the following Feeding America partner food banks. Each food bank is closest to disaster areas in that state:

- Alabama - Montgomery Area Food Bank
- Arkansas - Arkansas Foodbank
- Illinois - Northern Illinois Food Bank
- Indiana - Gleaners Food Bank of Indiana
- Mississippi - Mississippi Food Network
- Tennessee - Second Harvest Food Bank of Middle Tennessee

"We are grateful for The Fresh Market and their continued partnership during this critical time," said Lauren Biedron, Vice President of Corporate Partnerships at Feeding America. "This generous campaign will help provide much-needed assistance to communities put at risk for food insecurity by these devastating tornadoes."

About The Fresh Market, Inc.

Voted as the "Best Supermarket in America" by USA Today's 10 Best Readers' Choice Awards 2022 and 2021, "America's Best Customer Service 2021" by Newsweek and Statista and a top 5 most trusted grocery retail brand for specialty and natural/organic foods in the 2022 BrandSpark Most Trusted 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](#).

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About Feeding America®

[Feeding America®](#) is the largest hunger-relief organization in the United States. As a network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 agency partners, including food pantries and meal programs, we helped provide 5.2 billion meals to tens of millions of people in need last year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; brings attention to the social and systemic barriers that contribute to food insecurity in our nation; and advocates for legislation that protects people from going hungry. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).