



FOR IMMEDIATE RELEASE

CONTACT: Meg McDonald

megmcdonald@thefreshmarket.net

The Fresh Market Surpasses Alzheimer's & Brain Awareness Month Fundraising Goal

Specialty fresh food retailer presents \$94,000 check to the Alzheimer's Association

GREENSBORO, NC – August 10, 2026 – For the second year in a row, [The Fresh Market, Inc.](#) and celebrity chef, author and television personality Carla Hall partnered throughout June in support of Alzheimer's & Brain Awareness Month, helping to increase awareness and understanding of Alzheimer's disease.

The Fresh Market has donated 10% of the purchase price of [Carla Hall's With Love Market Meal Kits & Sides](#) sold during the month, and this year, guests were invited to round up their purchase at checkout. The result—a donation of **\$94,236.42** to the Alzheimer's Association® to raise awareness and fund critical research toward a cure.

“Our continued partnership with Carla Hall and the Alzheimer's Association reflects our shared commitment to raising awareness and funding for Alzheimer's research,” said John Koulouris, vice president of operations at The Fresh Market. “We are deeply grateful to our guests whose generosity not only supported this important cause but helped us surpass our fundraising goals.”

“We're grateful to The Fresh Market and Carla Hall for their commitment to the fight against Alzheimer's and all other dementia,” said Wendy Vizek, senior vice president, Community Engagement & Field Operations for the Alzheimer's Association. “Alzheimer's affects millions of individuals and families every day, and corporate partnerships like this help advance critical research, provide care and support, and raise awareness of the urgent need to end this disease. Together, we can inspire more people to join the movement and make a meaningful difference in the lives of those affected.”

Carla Hall—known for her appearances on *Bravo*, *Food Network*, and ABC—is a passionate advocate for individuals living with Alzheimer’s disease and a longtime supporter of the Alzheimer’s Association. Her advocacy is deeply personal, inspired by her grandmother’s experience with the disease.

“I am so grateful to everyone who cooked, cared, and made this campaign such an incredible success,” said Chef Carla Hall. “Thank you for making every meal matter.”

The number of Americans living with Alzheimer's is growing. According to the Alzheimer’s Association’s 2026 Facts and Figures report, nearly 7 million Americans are living with Alzheimer’s and it is estimated that more than half of all Americans know someone with the disease. Additionally, almost 13 million family members and friends serve as dementia caregivers.

About The Fresh Market The Fresh Market, Inc. is a specialty grocer dedicated to inspiring guests to discover the best in fresh foods, unique ingredients and convenient meal solutions. Rated by USA Today as one of America’s Best Customer Service Companies in 2025 and recognized by USA Today’s 10Best Readers’ Choice Awards in multiple categories as well as by Newsweek as the “Best Specialty/Natural/Ethnic Grocer” for 2025, The Fresh Market operates more than 170 stores in 22 states. For more information, please visit www.thefreshmarket.com or follow the company on [Facebook](#), [Instagram](#), [Pinterest](#), [Youtube](#), [TikTok](#) and [X](#).

About the Alzheimer's Association The Alzheimer’s Association is a worldwide voluntary health organization dedicated to Alzheimer’s care, support and research. Our mission is to lead the way to end Alzheimer’s and all other dementia—by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia®.

About the Alzheimer’s Association - Western North Carolina Chapter: The Western North Carolina Chapter provides patient and family services, information and referral, education, and advocacy in 49 central and western North Carolina counties. It offers opportunities to get involved and to make a difference, in addition to a variety of services including: a 24/7 Helpline, support groups, educational programs and care consultations. For more information about Alzheimer's disease or the Alzheimer's Association - Western North Carolina Chapter, visit alz.org/northcarolina or call (800) 272-3900. For the latest news and updates, follow us on [Facebook](#), [X](#) and [Instagram](#).