



****MEDIA ADVISORY****

The Fresh Market and Feltman's of Coney Island Host "Hot Dogs for Hunger" Fundraiser to Benefit Feeding America

\$2.00 ready-to-eat Feltman's hot dogs hit deli counters at all The Fresh Market locations next weekend (September 26-27) to raise money for the fight against hunger

WHAT: September is Hunger Action Month and specialty grocer The Fresh Market and Feltman's of Coney Island, America's first hot dog (est. 1867), are teaming up to raise money for Feeding America® to help fight food insecurity.

From 12:00 p.m. - 4:00 p.m. on Saturday and Sunday, September 26th - 27th, all 159 of The Fresh Market stores will host a "**Hot Dogs for Hunger**" weekend fundraising event where guests can purchase a \$2.00 ready-to-eat 100% natural Feltman's hot dog with all proceeds benefiting Feeding America and its member food banks.

WHY: One in eight people in the U.S. struggle with hunger, and with the COVID-19 pandemic forcing school and job disruptions, more Americans than ever are turning to food banks for much-needed support. Every dollar raised through The Fresh Market's "**Hot Dogs for Hunger**" initiative will help to provide at least 10 meals*, and 90% of the funds raised stay in The Fresh Market's local communities.

The Fresh Market not only makes daily food donations to Feeding America's network of local food banks and food pantries but is also committed to raising funds to provide food, water and supplies where it is needed most.

WHEN: Saturday, September 26 and Sunday, September 27, 2020
12:00 PM to 4:00 PM

WHERE: Feltman's of Coney Island hot dogs will be sold from the deli department counters in all 159 of The Fresh Market stores. Visit thefreshmarket.com/your-market/store-locator for store locations.

MORE INFO: For more information, please contact Nicole Chabot at nicolechabot@thefreshmarket.net or 336-389-5769.

ON SOCIAL: [@feltmansconeyisland](https://www.instagram.com/feltmansconeyisland) (Instagram)
[@feltmansconey](https://www.twitter.com/feltmansconey) (Twitter & Facebook)
[@TheFreshMarket](https://www.facebook.com/TheFreshMarket)
[@FeedingAmerica](https://www.facebook.com/FeedingAmerica)

*\$1 helps provide at least 10 meals secured by Feeding America on behalf of local member food banks.

###