



## NEWS RELEASE

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### **Festival Foods encourages Food for Neighbors donations during Family Meals Month**

GREEN BAY, WISCONSIN – (SEPTEMBER 1, 2021) – Festival Foods is celebrating [Family Meals Month](#) in September with a variety of programs, insights and recipe ideas to encourage families to enjoy meals together and help others achieve family meals as well.

This year's campaign focuses on helping families across the state of Wisconsin accomplish family meals through Festival Foods' [Food for Neighbors program](#), which collects donations to provide food and supplies to approximately 40 food pantries across Wisconsin. [The Festival Foods Mealtime Mentors](#) are encouraging contributions throughout the month and sharing stories of how guests, vendors and community partners help families across the state get food on the table. In addition to the community involvement component, the Mealtime Mentors will be sharing recipe ideas, shopping and cooking tips, and general family meals messaging throughout the month.

"We know that families are cooking and enjoying meals at home now more than ever, and we applaud them for these efforts. Family meals nourish the spirit, brain and health of all family members, and they also help keep us connected during these times," said Casey Crevier, registered dietitian and nutrition communications specialist for Skogen's Festival Foods. "We encourage families to continue these beneficial habits and consider donating to programs that help others do the same."

As part of their efforts, the Mealtime Mentors and their Family Meals Month Presenting Sponsors are hosting free live virtual cooking classes throughout the month featuring easy, tasty family meals. After attending each of the live classes and completing a survey, participants will be entered to win a \$100 Festival Foods gift card. These classes will also be available for viewing after the live sessions on the [Virtual Cooking Class site](#).

Participants can learn how to donate to Food for Neighbors, view partner information and register for virtual cooking classes at [festfoods.com/familymeals](https://festfoods.com/familymeals).

### **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 nearly 8,000 full- and part-time associates at 35 full-service supermarkets across Wisconsin.