



NEWS RELEASE

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Festival Foods Celebrates Family Meals Month with New “Making Meals Easier” Campaign

GREEN BAY, WISCONSIN – (September 16, 2024) – Skogen's Festival Foods is proud to participate in the FMI (The Food Industry Association) Family Meals Month, a national campaign Festival has supported since 2015. This annual initiative in September aims to encourage families to share more meals together, fostering stronger bonds and promoting healthier lifestyles. To celebrate, Festival Foods is launching the “Making Meals Easier” campaign, designed to inspire families and community members to reconnect over mealtime in a way that fits their lives.

In addition to promoting family meals, Festival Foods is encouraging the community to support those in need by donating to its Food for Neighbors program. The program provides essential assistance to approximately 50 food pantries across Wisconsin through both monetary and in-kind donations.

As part of the “Making Meals Easier” campaign, Festival Foods is asking guests to consider a donation to Food for Neighbors to ensure all families have the opportunity to enjoy nourishing meals together. Those who donate while placing a Click N Go online shopping order will receive a waived order fee.

“Family meals help nourish our minds, bodies and connections with others,” said Casey Wing, Registered Dietitian and Digital Content Specialist for Festival Foods. “We applaud the efforts of families to cook and enjoy meals together, and we appreciate our guests’ donations to help their fellow community members do the same.”

To make it easier for guests to get involved, Festival Foods will have donation opportunities at checkout and online (FestFoods.com/national-family-meals-month) throughout September. One hundred percent of contributions will go directly to supporting local food pantries through the Food for Neighbors program.

Festival Foods extends a sincere thanks to its vendor partners for their generous donations and support of the Family Meals Month campaign and [Food for Neighbors program](#).

Making Meals Easier Sponsors:

Pep's Pizza Co. Jones Dairy Farm

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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 providing guests with exceptional service and value. The company, which began operating as Festival Foods in 1990, employs more than 8,000 full- and part-time associates and operates 41 full-service supermarkets across Wisconsin.