



## NEWS RELEASE

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### **Festival Foods Partners with The Salvation Army Red Kettle Campaign to Support Local Communities**

GREEN BAY, WISCONSIN – (November 29, 2024) – Festival Foods is again partnering with The Salvation Army's Red Kettle Campaign to raise funds in support of the organization's year-round missions, which address needs such as hunger relief, financial assistance, housing support, youth empowerment and more. In 2023, shoppers visiting Festival Foods throughout Wisconsin generously donated over \$442,000 to the campaign.

"We are pleased to partner with The Salvation Army and in its efforts to support local programs," said Mark Skogen, Festival Foods President and CEO. "Community giving with neighbors helping neighbors is one of our values."

This year, Festival will accept donations at the store registers from Dec. 2-24, with 100 percent of donations added to grocery totals or placed in the Red Kettles going directly to The Salvation Army. To carry on a successful campaign, community members are encouraged to volunteer. Those interested in volunteering may sign up for shifts in 1-hour increments via [The Salvation Army's registration website](#). The Salvation Army welcomes individuals, families, service clubs, schools and businesses to consider volunteering for the campaign.

To learn more about Festival Foods and its commitment to community involvement, visit [FestFoods.com/about/community-involvement](https://FestFoods.com/about/community-involvement).

### **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 42 full-service supermarkets across Wisconsin.