



For Immediate Release
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Weaver Street Market's shoppers round up to raise \$2 million for hunger relief

*Round Up! program helps 12 community partners provide fresh healthy food
for the children and families served through their hunger-relief programs.*

Would you like to round up today? For the past five years, shoppers at Weaver Street Market have been asked this question, and more than 50% of the time shoppers say, "Yes." This week, round up donations surpassed \$2 million. The funds support the hunger-relief work in the communities in which the Weaver Street Market stores are located.

"The power of our Round Up! program is that as a large community we can individually make many, many small donations that quickly add up to a substantial collective amount," said Brenda Camp, Outreach Coordinator for Weaver Street. "With 1.5 million transactions rounded up this year, we'll raise \$340,000 for fresh healthy food."

The funds raised through the Round Up! program are used to purchase healthy food, mostly fresh produce, for local non-profits that provide food relief for those experiencing food insecurity, including children, low-income families, and families in crisis. Partner organizations seek to provide nutritious food for their clients; however, fresh produce is most challenging because of its cost, short shelf-life, and need for cool storage. Weaver Street's role has been to source the same quality food sold in the stores at cost and to provide the logistical support for ordering, storing, and delivering the food to organizations.

Weaver Street absorbs all costs associated with raising the funds and sourcing the food, so that 100% of the round up funds go for food. Over 2.5 million pounds of food have been purchased with funds from the Round Up! program, including truckloads filled with pallets of fresh vegetables and fruit, fresh dairy and eggs, and healthy non-perishables.

"We are grateful to Weaver Street Market for their generous support through the Round Up! campaign for PORCH Chapel Hill-Carrboro and PORCH Hillsborough," said Debbie Horwitz, Director and Founder of PORCH Chapel Hill-Carrboro after a recent food delivery. "Beautiful 40-pound boxes of fresh produce, packed by PORCH volunteers, were provided to 240 local families thanks to this partnership, giving low-income families access to fresh, nutritious food! This healthy food is needed now more than ever – thank you Weaver Street and all of you who Round Up."

The Round Up! program provides food for eight community partners in Orange County—*PORCH Chapel Hill-Carrboro, TABLE, Inter-Faith Council for Social Services, Orange Congregations in Mission, Orange County Schools, PORCH Hillsborough, Meals on Wheels Orange County North Carolina, and Grow to*

Life—and for four community partners in Raleigh—A Place at the Table, Neighborfood Express, Ship Community Outreach, and PORCH Raleigh.

About Weaver Street Market

Weaver Street Market is a co-op market created for the community, by the community. We sustain healthy communities together—through the goods that we sell and the good that we do. Weaver Street Market carefully selects high-quality products from sources we trust. Our partners include more than 100 local, co-op, and game changer producers. Founded in 1988, Weaver Street Market is owned by more than 22,000 consumer owners and 200 worker owners. We operate downtown stores in Carrboro, Chapel Hill’s Southern Village, Hillsborough, and Raleigh, as well as a Food House in Hillsborough that provides fresh deli, bakery, and meat products to our stores twice each day. Learn more at www.weaverstreetmarket.coop.

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