



FOR IMMEDIATE RELEASE

## **New Seasons Market Announces Support for Affordable Housing and Diverse Communities in November Election**

*Grocer calls on fellow community leaders to protect neighbors and workers from housing crisis, racial profiling*

**PORTLAND, Ore. – October 1, 2018** – Ahead of Oregon’s November 2018 election, [New Seasons Market](#), the world’s first B Corp grocery store, announced support for Measure 26-199, an affordable housing initiative for neighbors in the greater Portland metro area. New Seasons additionally announced opposition to Measure 105, which seeks to repeal Oregon law prohibiting the use of state and local resources to enforce federal immigration law.

The company’s advocacy for the initiatives was inspired by discussions with staff from New Seasons’ Mission and Values teams, and continues a long history of endorsing progressive policies supporting local neighborhoods and the regional food economy.

“New Seasons was founded on a commitment to support staff, customers, producers and the communities we serve, and is proud to endorse programs aligned with these values,” said Forrest Hoffmaster, co-president of New Seasons Market. “We will continue to work together with other progressive businesses and community leaders to advocate for our neighbors facing unaffordable housing and racial profiling.”

### **Combatting the Housing Crisis**

The endorsement of Measure 26-199 follows New Seasons’ successful advocacy for a similar initiative passed in 2016 to expand affordable housing for the City of Portland. Now the company calls on local communities, business partners and lawmakers to invest in affordable housing for an additional 7,500 – 12,000 people in the greater Portland metro area, including neighbors in the Multnomah, Washington and Clackamas counties.

According to the 2017 Annual Average Cost of Living Index by the Council for Community and Economic Research, Oregon ranks sixth in the list of the most expensive places to live in America. As a result, families struggle to find affordable homes and many are forced out of their communities, resulting in unexpected moving expenses, gentrification and even homelessness, with a disproportionate effect on marginalized communities.

“As a neighborhood employer, it’s incredibly important to us that New Seasons staff have safe and stable affordable housing in the communities we serve, without the burden of frequent moves or long commutes,” said Kristi McFarland, co-president of New Seasons Market.

### **Supporting a Diverse Regional Food Economy**

New Seasons is also joining more than 100 local businesses, community groups, organizations and law enforcement officers to oppose Measure 105, protecting our state resources from being used to threaten our diverse communities with racial profiling and the separation of Oregon families.

Oregon’s 31-year anti-racial profiling law helps keep our communities safe for all families as well as local food suppliers sustaining the regional food economy.

“We embrace our diverse communities and believe that reversing Oregon law puts people at risk who live and work in our neighborhoods and local food system,” McFarland added.

Today’s announcements further New Season’s tradition of supporting progressive policies and programs aimed at nurturing the communities served by its 21 stores. New Seasons additionally championed the successful campaign to raise the Oregon state minimum wage in 2016, endorsed funding for Outdoor School and has advocated for statewide paid family and medical leave, marriage equality and GMO labeling requirements.

For more information on Measure 26-199, visit the Yes For Affordable Housing website at [www.yesforaffordablehousing.com](http://www.yesforaffordablehousing.com). Find more about Measure 105 at the Oregonians United Against Profiling website: <https://orunited.org>. To learn more about New Seasons’ social responsibility efforts, visit [www.newseasonsmarket.com](http://www.newseasonsmarket.com).

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### **About New Seasons Market**

New Seasons Market is a West Coast neighborhood grocer with a people-first culture that builds and sustains relationships for the greater good. The world’s first B Corp grocery store, the company places as much value on taking care of its staff, its community and the environment as it does on growing and operating its business, resulting in genuine relationships between staff, vendors and customers. A respected champion of the regional food economy, it partners with farmers, ranchers and producers to deliver the best of the region, and pairs local, organic favorites with grocery classics to offer customers choice, value and flexibility. New Seasons started with a single store in Portland, Ore., in 2000 when three families and 50 friends united over shared values. Together with its 4,000 plus welcoming staff, New Seasons offers a unique retail experience in which communities come together to realize the potential of a healthy, sustainable food system. New Seasons has 21 neighborhood stores in Washington, Oregon and California, as well as four New Leaf Community Market locations in Northern California, and commits 10 percent of its after-tax profits back to the communities it serves. For more information, visit [www.newseasonsmarket.com](http://www.newseasonsmarket.com).

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