



FOR IMMEDIATE RELEASE

New Seasons Market Donates \$150,000 to Oregon Worker Relief Fund

Direct funds to support local immigrant community disproportionately impacted by COVID-19

PORTLAND, Ore. – July 1, 2021 – West Coast neighborhood grocer [New Seasons Market](#) is making a \$150,000 donation to [Oregon Worker Relief Fund](#), providing direct financial support to Oregon immigrants. The COVID-19 pandemic has increased social inequality and health vulnerabilities in marginalized communities, and as Oregon reopens this week, the impact of the pandemic is far from over for this underserved group. These funds will help families stay housed, fed and current on bills.

“Immigrants are essential to the vitality of Oregon’s food economy and this is a critical time to support our neighbors working in the farm, food processing and service sectors,” said Nancy Lebold, chief executive officer at New Seasons Market. “The state reopening comes as we experienced record-setting heat in the Pacific Northwest, making immigrant workers likely to see continued financial hardship as their earning opportunities were reduced due to unsafe field conditions and sun blistered crops.”

The Oregon Worker Relief Fund was formed in March 2020 by immigrant rights organization, [Causa](#), and over 100 statewide community partners, as a response to the devastating impact of the pandemic on the Latinx immigrant community in Oregon. Immigrants contribute \$4.2 billion in taxes to Oregon, but are often excluded from federal and state safety-net programs, such as SNAP, unemployment or stimulus checks. This fund provides direct financial assistance to immigrant Oregonians, a group that holds \$11 billion in statewide spending power.

“Undocumented workers have suffered widespread income loss during the pandemic. These losses are expected to continue for several years into the future and even with that forecast, these workers are still excluded from most relief. The Oregon Worker Relief Fund is a lifeline for undocumented families during the pandemic, however the fund has filled just a fraction of the need,” said Isaura Peña, interim executive director at Causa Oregon. “We are honored to have New Seasons support our work in such an instrumental way, allowing us to continue to serve those in dire need of relief.”

As the world’s first certified B Corp grocer, New Seasons Market has been long committed to building and nourishing the communities it serves, donating 10% of after-tax profits to over 1,000 local organizations supporting hunger relief, education and protecting the environment. To learn more about New Seasons Market community programs, please visit <https://www.newseasonsmarket.com/our-story/community/>. For more information on the Oregon Worker Relief Fund, please view this [impact report](#).

About New Seasons Market

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of our staff, partners, neighborhoods

and the environment, to growing a sustainable business, we're doing what we love with a commitment to cultivate a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, OR, we're now a team of nearly 3,500 passionate staff across 19 stores in Oregon, Washington and Northern California— serving a unique mix of locally sourced and organic items, classic grocery favorites, and chef-made grab and go meal solutions. We're proud of our progressive values— from offering industry-leading compensation and benefits, to committing 10 percent of our after-tax profits to the communities we serve. For more information, visit www.newseasonsmarket.com.

About Oregon Worker Relief Fund

The Oregon Worker Relief Fund is operated by the Oregon Work Relief Coalition, a group of over 100 community-based organizations, including Causa, who are working together to provide pandemic relief to Oregonians who have been excluded from traditional benefit forms. The Coalition operates three funds: Oregon Worker Relief Fund, Quarantine Fund and Small Enterprise Fund. Most notably, the Coalition has led and operated the Oregon Worker Relief Fund which provides temporary disaster relief to Oregonians with financial need and who are excluded from the federal unemployment insurance program due to their immigration status. Any Oregonian, 18 years of age or older, who lost their wage because of the COVID-19 pandemic and is excluded from the federal safety-net because of immigration status should apply or visit www.workerrelief.org for more information.

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