



FOR IMMEDIATE RELEASE

New Seasons Market Updates Hunger Partner Register Donation Program *Program Shift Comes as Grocer Focuses Community Impact Work on Food Access and Equity*

PORTLAND, Ore. – January 26, 2022 – West Coast neighborhood grocer [New Seasons Market](#) announces updates to its Hunger Partner program, connecting neighbors experiencing food insecurity with access to quality food through partnerships with local non-profits. Since the first New Seasons Market store opened in 2000, the [Hunger Partner program](#) has allowed customers to donate any amount at checkout year-round to support the hunger relief efforts of a store’s dedicated partner. On January 1, 2022, the Hunger Partner program changed for the first time since its founding, moving from one lifetime partner per store to supporting 10 organizations to serve as beneficiaries for a two-year term. The program also modified its fund distribution model to ensure contributions are equitably allocated across all partners.

The Hunger Partner program shift comes as New Seasons Market re-centers its community investment and engagement work to focus on food access and racial equity.

“Our partners have firsthand knowledge about the needs of our community and we value working alongside them to support their various missions and programs. Our updated Hunger Partner program was shaped with their input and reflects our efforts to engage more BIPOC-led organizations,” said joemil r. santos, food equity program supervisor at New Seasons Market. “By pooling and equally distributing contributions, we can deepen the financial impact for individual partners as we share our customers’ generosity with organizations that are truly doing the work to help our neighbors in need.”

In 2021, community partners had the opportunity to apply as beneficiaries of the Hunger Partner program. Submissions were evaluated across a committee of New Seasons Market store staff and Store Support office team members with a focused lens on racial equity in order to better support underserved communities. The 10 hunger partners selected to serve from January 1, 2022 – December 31, 2023 are [Blanchet House](#), [Centro Cultural](#), [Clackamas Service Center](#), [Equitable Giving Circle](#), [Feed The Mass](#), [Feed’em Freedom Foundation](#), [Growing Gardens](#), [HomePlate Youth Services](#), [Oregon Food Bank](#) and [Share](#).

“New Seasons has supported us for a long time and we count on their donations as a major source of funds when we put together food for families,” said Maria Caballero Rubio, executive director at Centro Cultural. “With these donations, we’re able to put those nutritious finishing touches on what we offer our community, like fruits, vegetables, breads and other fresh foods that we don’t normally get from the government, food banks and food pantries.”

Last year, the Hunger Partner program raised over \$106,000 in customer donations for local non-profits including food pantries, home garden programs and services providing meals for homebound seniors. In

addition to these donations, New Seasons Market hosted two annual fundraising events at the register to benefit hunger relief organizations—Hunger Relief Match and 8 Days of Kindness, held in May and November, respectively. Together, these fundraisers collected an additional \$270,000 in donations to advance food access and equity in local communities.

As the world's first certified B Corp grocer, New Seasons Market has been long committed to building and nourishing local communities, donating 10% of its after-tax profits to organizations that support food access and equity, education programs, and environmental action and justice. In 2021, New Seasons Market directly invested over \$552,000 back into the immediate neighborhoods and surrounding regions served by its stores. Through other giving programs, including [Bag It Forward](#), [Gift It!](#), [Cans for Kids](#) and a percentage give-back on Bloom wellness products, New Seasons Market contributed an additional \$216,000 to local non-profits, bringing the grocer's annual charitable impact across all community programs to \$1.1 million.

To learn more about New Seasons Market community programs, please visit <https://www.newseasonsmarket.com/our-story/community/>.

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 good 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 community partners. For more information, visit www.newseasonsmarket.com.

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