



#### **MEDIA CONTACT**

Amanda Keefer  
Healthy Family Project  
407.697.1779  
amanda@healthyfamilyproject.com

**FOR IMMEDIATE RELEASE**

## **CAMPAIGN REFRESH DEBUTS FOR FALL PUBLIX PRODUCE FOR KIDS PROGRAM**

**Produce-centric campaign to help local families hits \$3.6 million in total donations**

**LAKELAND, FL – Oct. 25, 2021** – A campaign refresh is debuting in stores this year for the Produce for Kids Publix cause marketing campaign that raises funds for local Feeding America® food banks. The signs, displayed next to each supplier product, highlight a specific health benefit of the product and features revamped photography and a QR code that takes shoppers direct to a free eCookbook and more information on the campaign.

The fall campaign brings the 2021 Publix donation to local Feeding America member food banks total to more than 11 million meals\* raised.

“At Publix, we recognize the importance of helping families achieve their wellness goals through innovative campaigns and programs,” said Dwaine Stevens, Publix director of community relations. “Giving back to our local communities is at the core of our company culture and we are proud to collaborate with Healthy Family Project for the Produce for Kids campaign.”

This year, the campaign is featured on the [Publix Check Out Blog](#) and on the campaign’s landing page on the Healthy Family Project [website](#), which is also the destination where shoppers will arrive when scanning the QR code on in-store signage. Earlier this month, Publix campaign suppliers were featured in a Halloween themed [Facebook Live](#) hosted by Healthy Family Project’s Amanda Keefer and her daughter Charli. The replay continues to see success leading up to Halloween with 10,000 views and counting.

Produce companies supporting the campaign include Acosta, Ayco Farms, Crunch Pak®, EAT SMART, Fresh Del Monte Produce Inc., Fresh Express®, FiveStar Gourmet Foods, GT’s Synergy Raw Kombucha, Maries®, SUNSET®, Rainier Fruit, Red n’ Tasty™ and Suja Juice.

“It is important to us at Healthy Family Project to continue to evolve the elements of the Publix Produce for Kids campaign along with the evolving Publix shopper,” said Trish James, vice president at Healthy Family Project. “Today’s shopper wants to make an impact with their buying power and this yearly campaign gives them the opportunity to give back to their local community.”

Through November, produce suppliers will be highlighted in targeted social media content and a Healthy Family Project newsletter campaign.

According to the United States Department of Agriculture, 38 million people across the U.S. face food insecurity, which includes children and families in Publix's seven-state footprint.

The campaign will raise funds for local Feeding America member food banks including: Community Food Bank of Central Alabama, Feeding the Gulf Coast (formerly Bay Area Food Bank), Montgomery Area Food Bank, Inc., Food Bank of North Alabama, Feeding South Florida, Second Harvest Food Bank of Central Florida, Feeding Tampa Bay, America's Second Harvest of the Big Bend, Inc., Harry Chapin Food Bank of Southwest Florida, All Faiths Food Bank, Treasure Coast Food Bank, Atlanta Community Food Bank, Golden Harvest Food Bank, America's Second Harvest of Coastal Georgia, Inc., Feeding the Valley Food Bank, Middle Georgia Community Food Bank, Second Harvest of South Georgia, Inc., Food Bank of Northeast Georgia, Second Harvest Food Bank of Metrolina, Food Bank of Central & Eastern North Carolina, MANNA FoodBank, Inter-Faith Food Shuttle, Harvest Hope Food Bank, Lowcountry Food Bank, Chattanooga Area Food Bank, Second Harvest Food Bank of East Tennessee, Second Harvest Food Bank of Middle Tennessee, and Feeding Northeast Florida.

For more information about the Publix and Produce for Kids campaign, visit [healthyfamilyproject.com/publix](http://healthyfamilyproject.com/publix)

*\*Every \$1 donated to Feeding America helps secure at least 10 meals on behalf of member food banks.*

###

#### **About Healthy Family Project| Produce for Kids**

Healthy Family Project believes in creating a healthier generation. As a cause marketing organization, Healthy Family Project creates programs, like Produce for Kids, that provide easy, fun, and inspiring recipes and healthy ideas. Since its creation in 2002 by Shuman Farms, Healthy Family Project has raised more than \$7 million to benefit children and families and provided 12 million meals through Feeding America. To learn more about Healthy Family Project and healthy eating, visit [healthyfamilyproject.com](http://healthyfamilyproject.com).

#### **About Publix**

Publix, the largest employee-owned company in the U.S. with more than 225,000 associates, currently operates over 1,280 stores in Florida, Georgia, Alabama, Tennessee, South Carolina, North Carolina and Virginia. For 24 consecutive years, the company has been recognized by *Fortune* as a great place to work. In addition, Publix's dedication to superior quality and customer service is recognized among the top in the grocery business. For more information, visit the company's website, [corporate.publix.com](http://corporate.publix.com).

#### **About Feeding America®**

Feeding America® is the largest domestic hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, we provide meals to more than 40 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Visit [www.feedingamerica.org](http://www.feedingamerica.org), find us on Facebook or follow us on Twitter.