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For Immediate Release

Lowes Foods Becomes First Healthy Family Project Retail Partner to Integrate Brands Across Store

21 Health-Conscious Food Brands Celebrate Season of Sharing Providing 525,000 Meals*

Reidsville, GA – Dec. 20, 2023 – This holiday season, Healthy Family Project and Lowes Foods partnered with 21 health-conscious brands for the first-ever Season of Sharing, providing 525,000* meals to local Feeding America® food banks.

The campaign, focused on giving back while providing shoppers with healthy recipe inspiration, featured signs in more than 81 Lowes Foods stores near partner food brands. The signs featured QR codes leading shoppers to a [free bi-lingual eCookbook](#) with holiday inspired recipes, and nutrition tips highlighting campaign partners. Products were prominently featured in Season of Sharing themed weekly ads for the length of the campaign.

“It is important to us at Lowes Foods to look for ways to make the largest possible impact in our community. For this campaign, that meant expanding outside of produce to include health-conscious brands throughout the store,” said Patrick Eisinger, produce category manager at Lowes Foods. “We are extremely excited to provide 525,000 meals to local Feeding America food banks.”

In an effort to generate a buzz internally at Lowes Foods, store employees were encouraged to submit photos of their store’s signage for a chance to win \$100 plus \$100 for the charity of their choice. Throughout the campaign 136 photos were submitted through the submission portal and one winner from each participating store department will be selected – dairy, meat, produce and center store.

Health-conscious food brands supporting the Lowes Foods Season of Sharing campaign included: Bolthouse Farms, Chobani, Chosen®, Crispy Green, Fresh Express, Garden Fresh Gourmet®, Fresh Gourmet®, Health-Ade, Honest Kids, Hormel® Natural Choice®, Litehouse, Little Potato Co., nasoya®, New York Apple, Natural Delights®, Shuman Farms, Southmill Champs, Teddie All-Natural Peanut Butter, Uncle Matt’s Organic, Wholly Guacamole, and POM Wonderful.

In addition to in-store awareness, the campaign sponsors were featured in a [Giving Tuesday Healthy Family Project hosted Instagram](#) Live where viewers were able to shout out their personal favorite charities for multiple \$100 donations. Partner brands were also highlighted across Healthy Family Project social media platforms throughout the campaign.

"We were thrilled to venture into this new initiative of cross-merchandising with departments beyond produce," expressed Trish James, vice president Healthy Family Project. "While our foundation lies in produce, it's crucial to acknowledge other wholesome items throughout the store that complete well-balanced and nutritious meals for families."

44 million people in the United States are food insecure, including 13 million children, according to a report recently released by the USDA. The produce partners aligning with this campaign are making an impact in Lowes communities to fill this need through meals.

For more information about the Lowes Foods Season of Sharing campaign, visit healthyfamilyproject.com

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[Link to campaign photos](#)

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

About Healthy Family Project

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 \$7.5 million to benefit children and families and provided 21.6 million meals through Feeding America. To learn more about Healthy Family Project and healthy eating, visit healthyfamilyproject.com.

About Lowes Foods, LLC

Founded in 1954, Lowes Foods employs nearly 9,000 people and operates 81 full-service supermarkets in the Carolinas. Locally owned and operated, Lowes Foods is truly a homegrown company committed to bringing community back to the table, by providing customers with the freshest and most innovative local products from local suppliers. The company maintains a strong focus on exceptional attention to our guests, with services like Lowes Foods-To-Go personal shopping and gas rewards discounts. To learn more, visit lowesfoods.com or follow Lowes Foods on Facebook or Twitter. Lowes Foods, LLC is a wholly owned subsidiary of Alex Lee, Inc.

About Feeding America®

Feeding America® is the largest hunger-relief organization in the United States. Through a network of more than 200 food banks, 21 statewide food bank associations, and over 60,000 partner agencies, food pantries and meal programs, we helped provide 6.6 billion meals to tens of millions of people in need last year. Feeding America also supports programs that prevent food waste and improve food security among the people we serve; brings attention to the social and systemic barriers that contribute to food insecurity in our nation; and advocates for legislation that protects people from going hungry.