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FOR IMMEDIATE RELEASE

Lowes Foods Partners with Healthy Family Project for 2024 “Season of Sharing” Campaign

Celebrating Health-Conscious Brands & Supporting Local Communities with 600,000 Meals

Reidsville, GA – December 3, 2024 – This Giving Tuesday, Healthy Family Project and Lowes Foods are announcing the launch of the 2024 A Season of Sharing campaign, helping to provide an incredible 600,000* meals to Second Harvest of Northwest North Carolina and Golden Harvest Food Bank., both greatly affected by Hurricanes Helene and Milton. The initiative brings together 23 health-conscious brands, marking the second year of this impactful partnership that emphasizes giving back to the community while promoting healthier food choices.

Shoppers at over 85 Lowes Foods locations will find Season of Sharing signage throughout the store, featuring popular health-focused brands and QR codes that lead to a free bilingual digital cookbook with healthy holiday recipes and nutrition tips. The campaign, which kicked off November 6 and will run through December 17, offers inspiration for festive meals that align with the theme of wellness and giving back.

The featured products will be highlighted in Season of Sharing-themed weekly ads, and Lowes Foods is encouraging customers to explore new, nutritious meal ideas while supporting a good cause. This campaign builds on Lowes Foods' commitment to being a positive force in local communities and helping families access healthier food options.

“It’s truly heartwarming to see the impact our Season of Sharing campaign continues to have,” said Patrick Eisinger, Produce Category Manager at Lowes Foods. “By integrating health-conscious brands from every department in the store, we’re making it easier than ever for our guests to contribute to their community while also enjoying healthier options. We’re excited to help provide 600,000* meals to local Feeding America food banks this year!”

To amplify the excitement internally, Lowes Foods store teams are invited to participate in a fun photo contest. Employees can submit pictures of their store’s signage for a chance to win a \$100 gift card and a \$100 donation to a charity of their choice. Last year’s contest was a huge success, with over 150

submissions, and this year, a winner will be selected from each participating store department: Dairy, Meat, Produce, and Center Store.

The health-conscious food brands supporting the 2024 Season of Sharing campaign include: Chobani®, Crispy Green, Fresh Express®, Garden Fresh Gourmet®, Generous Brands, Health-Ade, Hormel®, Litehouse®, Little Potato Co., T. Marzetti, nasoya®, New York Apple, Natural Delights®, Shuman Farms, Southmill Champs, Sun Direct, Sunkist, Sunset®, Teddie All-Natural Peanut Butter, The Satsuma Co., Uncle Matts Organics, Wholly Guacamole and POM Wonderful®.

These brands will be featured in a special [Instagram Live event on Giving Tuesday](#), December 3, at 4 PM ET. Giving Tuesday is a global day of generosity, and A Season of Sharing perfectly aligns with this spirit of giving back.

“We’re grateful to our brand partners who continue to support our mission of promoting health and well-being in communities,” said Aimee Smith, Director of Partnerships at Healthy Family Project. “Together, we are not just offering healthier food options, but making a tangible difference for families in need.”

For more information about the Season of Sharing campaign or to access the digital cookbook, visit www.lowesfoods.com or visit any Lowes Foods location.

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 \$8 million to benefit children and families and provided 22 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.