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FOR IMMEDIATE RELEASE

Coborn's, Cash Wise and Marketplace Foods Celebrate \$25,000 Community Impact Through Produce for Kids

Summer campaign connects in-store produce promotion with shoppable recipes, dietitian-led education and hands-on cooking experience for local Boys & Girls Club youth

St. Cloud, MN – August 26, 2026 – Coborn's, Cash Wise and Marketplace Foods are celebrating another successful summer Produce for Kids campaign, bringing together fresh produce, family-friendly meal inspiration and community impact through a longstanding partnership with [Healthy Family Project](#) and leading food and produce brands.

The 2026 campaign will provide a \$6,000 donation to support local Boys & Girls Clubs, bringing the program's total contribution to \$25,000 since 2021. This year, the campaign's impact went beyond the store with a hands-on cooking experience for youth at the Eastside Boys & Girls Club in St. Cloud.

Healthy Family Project joined club members onsite as kids rolled up their sleeves and followed along with Coborn's, Inc. Registered Dietitian Macey Brickweg in her summer Kids Cook at Home online class. Featuring ingredients from campaign partners, the hands-on experience extended the Produce for Kids campaign beyond the store and gave participants the opportunity to prepare a recipe from start to finish.

"There's something special about [watching kids get hands-on in the kitchen](#) and seeing their excitement as they make a recipe themselves," said Tracy Shaw, Partnership Manager at Healthy Family Project, who joined the group onsite. "Being at the Boys & Girls Club brought the campaign to life and showed exactly what these partnerships can do, connect kids with fresh foods in a fun, memorable way while supporting an organization making a difference in their community."

The onsite experience complemented the campaign's annual [Kids Cook at Home virtual cooking class](#), hosted by Brickweg. Families across the region were invited to cook this summer during the interactive class featuring fresh, seasonal ingredients from campaign partners.

"Our goal is to make healthy choices feel approachable for families, and this campaign gives us so many ways to do that," said Macey Brickweg, Registered Dietitian at Coborn's, Inc. "From discovering fresh ingredients and shoppable recipes in our stores to cooking alongside us at home, we're helping families build confidence in the kitchen while supporting the communities we serve."

Throughout the summer campaign, shoppers discovered colorful Produce for Kids signage across Coborn's, Cash Wise and Marketplace Foods stores. QR codes connected shoppers directly to campaign landing pages featuring dietitian-approved recipes, partner products and campaign information. Featured recipes were also shoppable online, creating an easy path from meal inspiration to grocery cart.

The 2026 campaign brought together Fresh Express®, Kid's Choice Watermelon, National Pork Board, RealSweet® Vidalia® Onions, SAMSONS Grapes, Tasteful Selections®, and ¡Yo Quiero! Brands. Partner products were incorporated into family-friendly recipes and healthy-eating inspiration designed to help shoppers make the most of fresh, seasonal foods.

The campaign is part of an ongoing collaboration between Coborn's, Inc. and Healthy Family Project that leverages the grocery store and trusted voices like registered dietitians to connect families with approachable healthy-eating solutions while generating support for organizations serving children and families.

To explore the campaign, watch the Kids Cook at Home class and discover featured recipes, visit www.coborns.com/produceforkids.com

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[Link to photos/graphics](#)

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 \$8 million to benefit children and families and provided more than 25 million meals through Feeding America. To learn more about Healthy Family Project and healthy eating, visit healthyfamilyproject.com.

About Coborn's, Inc.

St. Cloud, Minn.-based Coborn's, Inc. is a 105-year-old employee-owned grocery retailer with nearly 10,000 employees and 78 grocery stores across Minnesota, North Dakota, South Dakota, Wisconsin, Michigan and Illinois under the Coborn's, Cash Wise Foods, Marketplace Foods, Hornbacher's, Kessler's Food and Grocery and Sullivan's Foods banners. Coborn's, Inc. also operates fuel, liquor, coffee, hardware and pharmacy locations. To support its over 135 various retail business units, Coborn's, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center. In 2021, Coborn's, Inc. was named the Shelby Report's Midwest Retailer of the Year. In 2023, the company was recognized by Progressive Grocer Magazine as one of the Top 10 Regional Grocers in the U.S. and in 2024 was certified as a Great Place To Work®. Learn more about us at Coborn's Inc.com.