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Healthy Family Project Launches First Campaign with Albertsons® Companies' ACME Markets and Safeway Stores in the East Region, Helping Provide 120,000 Meals

Campaign brings together 13 food and produce brands to inspire meal solutions and help support local hunger-relief efforts

REIDSVILLE, Ga. – Sept. 8, 2026 – Healthy Family Project is expanding its retail cause marketing footprint with the launch of its first campaign with Albertsons® Companies, Inc.'s ACME Markets and Safeway stores in the East Region.

Running through Oct. 15, the program brings together 13 produce and fresh food brands to inspire meal solutions for customers while helping provide 120,000 meals through Nourishing Neighbors, the charitable program of Albertsons Companies Foundation dedicated to fighting hunger in local communities.

"This partnership is a great opportunity to connect our customers with fresh, convenient products that make feeding their families a little easier while also supporting neighbors in the communities we serve," said Jay Schneider, Produce Sales Manager for ACME Markets and Safeway, East Region. "By bringing together our stores, supplier partners and Nourishing Neighbors, we're able to turn an everyday trip to the grocery store into an opportunity to make a meaningful local impact."

Throughout the six-week campaign, shoppers will discover participating products and campaign messaging in select ACME and Safeway stores. In-store displays and radio will highlight fresh, convenient options designed for busy families, from lunchbox additions and after-school snacks to simple sides and weeknight meal solutions.

The campaign brings together CMI Orchards, Crispy Green®, Fresh Express®, Fresh Innovations, LLC/Yo Quiero! Brands, Giumarra, Honeybear Brands, JOH, Kings River Packing, Little Leaf Farms, Shuman Farms, SUNSET®, The Little Potato Company and To-Jo Mushrooms. Together, the participating partners represent a broad assortment of fresh produce and family-friendly products, giving customers practical ways to incorporate more fresh foods into everyday meals and snacks.

“We know families are looking for realistic solutions that work for the way they actually live,” said Amanda Keefer, Vice President at Healthy Family Project. “This first campaign with ACME Markets and Safeway stores gives us an exciting opportunity to bring brands together around that need, inspiring fresh choices, providing practical meal solutions and helping provide 120,000 meals to neighbors experiencing food insecurity.”

At the heart of the campaign is a shared commitment to addressing food insecurity. The Nourishing Neighbors program works to help end the cycle of hunger by supporting local communities and increasing access to food for families in need. The program has a goal of enabling 1.5 billion meals through 2030 and providing \$10 million annually to hunger relief efforts.

For Healthy Family Project, the collaboration reflects its ongoing commitment to bringing retailers and brands together around programs that connect shopper engagement with meaningful community impact.

Customers can find the campaign in participating ACME and Safeway stores in the East Region through Oct. 15.

For more information about the campaign and participating partners, visit [Easy Family Meals/Nourishing Neighbors](#).

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[Link to Campaign Photos & Graphics](#)

About Healthy Family Project

Healthy Family Project believes in creating a healthier generation. As a cause marketing organization, Healthy Family Project creates programs that bring retailers and brands together to provide easy, fun and inspiring recipes and healthy ideas while giving back to communities. 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, visit [HealthyFamilyProject.com](#).