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FOR IMMEDIATE RELEASE

**Greensboro-area stores lead donations for The Fresh Market’s 1-3-5 Food Drive**

*Over $436,000 total raised nationally; North Carolina locations exceed fundraising goals*

**GREENSBORO, N.C. (October 6, 2017)** - **The Fresh Market** continues to show its dedication to ending hunger insecurity with the results of its 1-3-5 Food Drive, raising more than **$436,000** across its 176 stores. The drive focused on stocking pantries for those in need by engaging guests to purchase branded food items through cash donations of $1, $3 and $5 throughout the month of July. The specialty grocer will donate 337 pallets of staple food supplies, such as The Fresh Market’s pancake mixes, oatmeal, pastas, tomato sauces, chicken stock, canned beans, tuna and more, delivered directly to each store’s food bank partner during the month of October.

“The Fresh Market is committed to giving back to our local communities,” said Larry Appel, CEO and president of The Fresh Market. “According to the USDA, more than 41 million people in the United States lived in food insecure households in 2016. We commend the dedication of our guests and team members in the Triad as they help in the fight to end hunger insecurity and support fresh, affordable options through their generous donations.”

The 22 North Carolina stores together exceeded market expectations for food drive results, raising **over $53,500** for charities in the North Carolina communities. The Fresh Market’s **Greensboro** store at **1560 Highwoods Boulevard** was solely responsible for **$5,593** of the funds raised, translating to four pallets of staple food supplies, which will be delivered to Final Call Outreach Ministries on October 20.

“The success seen in the Piedmont Triad is a tribute to the generosity of our guests in this community,” said Kristen Riley, regional manager of operations at The Fresh Market. “Our hope is that these donations can help enhance the daily lives of our Triad neighbors and continue to give back to those less fortunate.”

The 1-3-5 Food Drive is an extension of the specialty grocer’s commitment to community involvement. Through ongoing donations by The Fresh Market and guests, their stores donated more than $48.2 million worth of food in 2016. Additionally, the company has helped provide over 10 million meals to hungry children across the country as a result of their ongoing partnership with No Kid Hungry. For more information on The Fresh Market’s charitable partnerships, please visit <https://www.thefreshmarket.com/about-us/community-involvement>.

**About The Fresh Market, Inc.**Founded in 1982, The Fresh Market, Inc. is a specialty grocery retailer focused on providing fresh, delicious food with friendly service in a warm and inviting atmosphere. From seasonally fresh produce to exceptional quality meat and seafood, signature baked goods and thousands of organic options, The Fresh Market is dedicated to offering its guests the most delicious and inspiring foods available. As a destination for weekly shopping and special occasions, The Fresh Market provides a thoughtful product assortment curated for all tastes and culinary preferences. The company operates 176 stores in 24 states across the U.S. For more information, please visit [www.thefreshmarket.com](http://www.thefreshmarket.com/) or follow the company on [Facebook,](https://www.facebook.com/TheFreshMarket) [Twitter](https://twitter.com/TheFreshMarket), [Instagram](https://www.instagram.com/thefreshmarket/) and [Pinterest](https://www.pinterest.com/thefreshmarket/).

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