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Superfresh Growers observing MLK Day

October 16, 2020

Martin Luther King Jr. Day is a day of service to honor the life and legacy of Dr. King. Starting in 2021, Superfresh Growers will add MLK Day as one of its paid holidays. Superfresh Growers invites other organizations in the industry to join them.

“We want to ensure that our teammates and their families have time on this important day to reflect on Dr. King’s legacy, whether they do that through community service, personal reflection, or spending time with their families,” said Robert Kershaw, CEO. “To me, one of Dr. King’s most meaningful quotes is, ‘Injustice anywhere is a threat to justice everywhere.’ This reminds me of another popular saying, ‘Justice will not be served until those who are unaffected are as outraged as those who are.’ Justice is such a core tenet of the freedom and equality we enjoy.”

Observed each year on the third Monday in January, it is often described as “a day on, not a day off.” The United States Corporation of National and Community Service describe MLK Day as “the only federal holiday designated as a national day of service to encourage all Americans to volunteer to improve their communities.” Superfresh Growers is encouraging its teammates to volunteer with local non-profits, and will be organizing group projects as well.

“Honoring MLK Day is the right thing to do,” said Kershaw. “I hope other companies join us as we honor this day.” Martin Luther King Jr. Day will fall on Jan. 18, 2021.

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