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SUNSET Rocks brings in huge funds for Brighter Bites

October 19, 2020

If you tuned in last Tuesday to the virtual SUNSET Rocks event, you're probably still singing along to the playlist of rock, pop, and country hits played during the event. In its first ever virtual event, SUNSET Rocks brought in not one but four major recording artists for an exclusive event that connected the entire industry and raised funds for the non-profit organization, Brighter Bites. The event was a massive success, far surpassing the partnership's fundraising goal thanks to the generous donations made by sponsors and viewers.

"By turning SUNSET Rocks into a virtual event, we were able to create an immersive and dynamic digital experience for the industry," said Mark Figueiredo, creative director of Mastronardi Produce. "We could bring in more acts, more attendees, and ultimately raise more money for Brighter Bites,

while also sharing important messages from our partners and sponsors. Overall, it rocked on so many levels.”

SUNSET Rocks brought together the entire industry for the exclusive event. With the generous donations from the event’s attendees and sponsors, over \$200,000 was collected for Brighter Bites. The funds raised will allow Brighter Bites to distribute nearly 1 million pounds, or 2.4 million servings, of fresh produce to families who need it most and will help the organization expand their program to new communities and schools. This was the organization’s most successful single-day fundraiser to date since their founding in 2012.

"Having attended past year's SUNSET Rocks events, my expectations for this year were set pretty high. Yet somehow Dean Taylor, Paul Mastronardi and the SUNSET Team still managed to blow my mind in every way imaginable," said Brighter Bites CEO Rich Dachman. "I am still in awe at the fact one of my all-time favorite artists helped raise more than \$200,000 for Brighter Bites and the families we serve. This was a night I will never forget, and I can't thank SUNSET and our sponsors enough."

"A huge thank you goes out to the PMA, premier sponsor Enza Zaden, matching and event sponsors SUNSET, EarthFresh, Sunkist, Chelan Fresh, H-E-B, Grimmway Farms, Good Foods Group LLC and Calavo RFG, and to all attendees who came together to help support the cause," the company said in a statement. "Let's keep rocking together to make the world a brighter, healthier place."

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