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**Tops, Healthy Family Project donate 80,000 meals**

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October 7, 2021

In early October, representatives from Tops Markets including Brandon Bentley, Kristen Hanson and Jeff Cady along with Healthy Family Project's Trish James presented the FeedMore WNY food bank with a donation of 80,000 meals from the spring 2021 Tops Produce for Kids in-store cause marketing campaign. The check was presented as part of a Walk Off Hunger event in Buffalo, NY, a community awareness and fundraising event for the region supported by the food bank. The donation will be split among several food banks in the Tops geographical footprint.

"Supporting our local community through our Neighbors Helping Neighbors program is at the core of our business at Tops," said Jeff Cady, director of produce and floral at Tops. "Through the Produce for Kids campaign we were able to educate our shoppers on the value of eating more fruits and vegetables while providing 80,000 meals to our local food banks."

The month-long cause-marketing campaign, which took place in May, spotlighted produce partners including Bolthouse Farms, Fresh Express, GoodFarm, Intergrow Greenhouses, JOH, Mayer Brothers, Rainier Fruit, and Shuman Farms.

During the campaign signage positioned near partner brands featured QR codes that led shoppers to topsmarkets.com where they found a free downloadable eCookbook full of inspiration, tips and other great information and resources from the produce brands supporting the campaign. In addition, the Tops produce teams wore Fruits & Veggies & Giving Back t-shirts showcasing produce partner logos on the back.

"We are proud to partner with Tops to make an impact in the communities of their shoppers," said Trish James, Healthy Family Project vice president. "This campaign impacted countless families and the 80,000 meal donation will go a long way in the fight against hunger."

In addition to in-store signage, produce partners were highlighted in targeted social media content including photography and video.

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