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**Target dropping prices on thousands of frequently shopped items**

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Target will lower everyday regular prices on approximately 5,000 frequently shopped items across its assortment. The retailer has just reduced prices on about 1,500 items, with thousands more price cuts planned to take effect over the course of the summer. Consumers will enjoy savings on everyday items such as fresh fruit and vegetables, snacks, milk, meat and bread.

"We know consumers are feeling pressured to make the most of their budget, and Target is here to help them save more," said Rick Gomez, executive vice president and chief food, essentials and beauty officer, Target. "Our teams work hard to deliver great value every day, and these new lower prices across thousands of items will add up to additional big savings for the millions of consumers that shop Target each week for their everyday needs."

Consumers will find reduced prices on everyday items needed to run their households and maximize their budgets, especially as they stock up for Memorial Day, Fourth of July and back-to-school and back-to-college season.

Additional price reductions will be found across dozens of national brands consumers know and love, and popular Target owned brands like Good & Gather and Everspring in key departments such as food and beverage, household essentials, health and beauty products and more.

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