



Blue Ridge Area
FOOD BANK

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Kroger and UPS Foundation Donations Double Fresh Food Capacity for the Blue Ridge Area Food Bank

Food Bank to Dedicate Cooler Made Possible by Financial Gifts

LYNCHBURG, Va. (May 1, 2019) — [Kroger](#) Mid-Atlantic and the [UPS Foundation](#) have donated a combined \$50,000 to the Blue Ridge Area Food Bank to purchase a new cooler for the Lynchburg Area distribution center. Thanks to their gifts, the Food Bank will now have double the capacity to store and distribute fresh, perishable foods to Lynchburg families in need.

A dedication of the new cooler has been set for **Friday, May 3** at the [Lynchburg Area Branch](#), located at **501 12th Street, Suite B**, beginning at **10:00 a.m.** **Media representatives are invited to arrive at 9:45 a.m.**

Kroger's and UPS's financial gifts couldn't have come at a better time.

The Lynchburg Area Branch saw a 100% increase in produce distribution last year — from 500,000 pounds to a whopping 1 million pounds.

The new cooler adds enough cold storage to hold more produce and extend the shelf life of fresh food, dairy, and protein — foods that are critical to the nutritional health of the individuals and families served in the Lynchburg area.

The lead gift came from Kroger, whose generous and faithful support of this and other food banks is guided by their Zero Hunger | Zero Waste initiative, a national effort aimed at ending hunger in the communities Kroger calls home and eliminating waste across the company by 2025. With this expanded storage capability, Lynchburg can receive more fresh produce, some of which has been rescued from the wasteful fate of ending up in landfills.

Another gift was donated by the UPS Foundation whose goals are to strengthen communities by addressing safety, diversity & inclusion, environmental sustainability and volunteerism. This generous gift was made after local UPS employees volunteered for the Food Bank and asked their employer to invest in our work.

“The Blue Ridge Area Food Bank relies on passionate public support as well as private enterprise to do its work. When businesses partner with the Food Bank and invest in the health of the community in which they operate, they make an important impact on the lives of families and individuals struggling to meet their most basic needs for survival,” said Food Bank CEO Michael McKee. “We’re immensely grateful for these gifts from Kroger and UPS and for their efforts to alleviate hunger in the communities where their employees live.

“Businesses and communities win when everyone can thrive,” McKee added.

For more information, contact Abena Foreman-Trice at aforemantrice@brafb.org, or call 540-213-8405.

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About Kroger’s Mid-Atlantic Division:

The Mid-Atlantic Division operates over 100 stores in Virginia, West Virginia, Kentucky, Tennessee and Ohio. Based in Roanoke, the Mid-Atlantic Division employs approximately 17,000 associates. We are dedicated to eliminating hunger in the communities we serve through our partnerships with 9 Feeding America food banks and numerous local organizations. Our Zero Hunger | Zero Waste efforts is aimed at ending hunger in Kroger communities and eliminating waste in our stores by 2025. We also support breast cancer research, the military and their families and more than 4,000 non-profit organizations in our communities. Kroger Mid-Atlantic donated \$5.5M to charity last year and 3,295,485 pounds of food to our food bank partners.

About the UPS Foundation

Established in 1951 and based in Atlanta, Ga., The UPS Foundation identifies specific areas where its backing clearly impacts social issues. In support of this strategic approach, the UPS Foundation has identified the following focus areas for giving: volunteerism, diversity, community safety and the environment. In 2017, UPS and its employees, active and retired, invested more than \$118 million in charitable giving around the world. The UPS Foundation can be found on the web at UPS.com/foundation. To get UPS news direct, visit pressroom.ups.com/RSS.

About the Blue Ridge Area Food Bank

Founded in 1981, the Blue Ridge Area Food Bank is the largest organization alleviating hunger in western and central Virginia. Headquartered in Verona, VA, the Food Bank serves 25 counties and eight cities through distribution centers in Charlottesville, Lynchburg, Winchester and Verona. The Blue Ridge Area Food Bank distributes 25.3 million pounds of food annually to 106,000 people each month through a network of 200

community partners – food pantries, soup kitchens, shelters, schools, churches and other non-profit groups. The Food Bank is a member of Feeding America, a national food bank association that supports 200 food banks across the United States. For more information, visit www.brafb.org.