

FOR IMMEDIATE RELEASE:  
January 26, 2017



## Check Out Hunger campaign returns this weekend

*Tops Friendly Markets, other grocers collecting donations for Foodlink*

ROCHESTER – Local residents will once again have the opportunity to donate to families in need from the convenience of the check-out line at the grocery store.

The annual Check Out Hunger campaign with Tops Friendly Markets and other local grocers begins Sunday, Jan. 29 and lasts through Feb. 18. The point-of-sale fundraiser allows customers to add \$2, \$3 or \$5 to their grocery bill when they check out. All donations will benefit Foodlink, the regional food bank that provides food and resources to hundreds of organizations throughout 10 counties in the Rochester and Finger Lakes region.

“Check Out Hunger is always a critical fundraising event for Foodlink and benefits so many families in our area that struggle to put food on the table,” said Executive Director Julia Tedesco. “We’re grateful to Tops once again for joining us in the fight to end hunger and pleased to see so many other great local grocers on board for this year’s campaign.”

Every dollar raised equals three meals for local families in need. According to Feeding America, 1 in 8 people – and 1 in 5 children – struggle with food insecurity in Foodlink’s service area.

“Eradicating hunger in the greater Rochester community is a core mission of our company, and through the support of our customers and associates, we are happy to support Foodlink,” said Andrew Brocato, director of community and public relations for Tops Friendly Markets. “We look forward to continuing our participation in the Check Out Hunger program and we are humbled to assist thousands of people in the Rochester area.”

Along with more than 30 Tops locations, the following stores are participating in Check Out Hunger this winter:

- Abundance Cooperative Market, 62 Marshall St., Rochester
- Breen’s Market – 611 E Main St., Palmyra
- Breen’s Shop’n Save, 4090 Pearsall St., Williamson
- Caledonia Marketplace – 3136 Main St., Caledonia

- Gates Big M, 1520 Spencerport Road, Rochester
- Hegedorns Market – 964 Ridge Road, Webster
- Herrema’s Food Market – 125 Pattonwood Dr., Rochester
- Lori’s Natural Foods – 900 Jefferson Road, Rochester
- Mullers Cider House – 1344 University Ave., Rochester
- Perry Food Market – 121 N Center St., Perry
- West’s Shurfine – 8565 Main St., Honeoye
- West’s Shurfine – 1 Main St., Livonia

The complete list, as well as more information about Check Out Hunger, is available on Foodlink’s website, [www.foodlinkny.org](http://www.foodlinkny.org).

###

### **About Foodlink**

Foodlink is a regional food hub and the Feeding America food bank serving Allegany, Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. Our operations both alleviate and target the root causes of hunger by distributing food to a network of human service agencies, serving meals through our state-of-the-art Community Kitchen, and offering more than 30 food-related programs.

In 2016, Foodlink distributed more than 19 million pounds of food, including more than 5.7 million pounds of produce. Foodlink’s nutrition educators empower people to make healthy choices and our Food Access programs provide new access points to nutritious food in underserved communities. Our innovative approach directly addresses diet-related health disparities related to food insecurity. Learn more about our mission to end hunger and to leverage the power of food to build a healthier community at [www.foodlinkny.org](http://www.foodlinkny.org).

### **For more information, contact:**

Mark Dwyer  
Communications Manager  
(585) 413-5056  
[mdwyer@foodlinkny.org](mailto:mdwyer@foodlinkny.org)