



FOR IMMEDIATE RELEASE  
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**WOODLAND GROCERY OUTLET "INDEPENDENCE FROM HUNGER"  
YIELDS \$8,000 IN HUNGER RELIEF FOR YOLO FOOD BANK**

Summer shoppers at Grocery Outlet in Woodland declared "Independence From Hunger" at the check stands in July, resulting in \$8,000 in cash and product donations made by the store to Yolo Food Bank late last month as part of the campaign. All 300+ Grocery Outlet stores in the United States participate in the campaign, each benefitting a local hunger relief charity.

According to store owners Ken and Shallyn Admire, the \$7,200 in cash and \$800 in grocery items represented a 400% increase in the Woodland store's campaign results over the previous year, placing the location in the top 10% of Grocery Outlet stores nationwide. The Admires purchased the store last December.

"Thanks to our amazing staff, last year's results were exceeded within the first 10 hours of the campaign," Ken stated. "Shallyn and I ignited the flame, but the staff put gasoline on it. They took it upon themselves to huddle up and strategize how they could best engage shoppers in the effort at their check stands. With their enthusiasm combined with our rapidly expanding customer count, we are hoping to double these results next year, and feed even more hungry people with our donation to Yolo Food Bank."

Store patrons were offered three campaign participation options; they could purchase \$1 or \$5 donation vouchers, ask that their order total be "rounded up" to the nearest dollar at the register or pay for a bag of groceries, pre-loaded with pasta, rice, broths and other dry goods specified by Yolo Food Bank as most needed during the Summer months.

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## GROCERY OUTLET DONATES TO YOLO FOOD BANK

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“Not only is Summer often a dry time of year outdoors, but it’s also often a dry time for Yolo Food Bank in terms of cash and food donations,” commented Joy Cohan, Director of Philanthropic Engagement for Yolo Food Bank. “The timing of Grocery Outlet’s generosity was spot on, and really made a difference in our ability to be responsive to the needs of the 52,000 food insecure Yolo County residents that we serve each month. There is no vacation from hunger in our community.”

Year-round, Ken Admire estimates that the store provides \$1,000 in product per month to Yolo Food Bank and other hunger relief nonprofits in Woodland, many of which also are Food Bank partner organizations.

Having both grown up in the Sacramento region and previously owned a Grocery Outlet in Elk Grove, the Admirers viewed the purchase of the Woodland store as a homecoming, after having most recently run a location in Caldwell, ID.

“This community is awesome,” Ken said of Woodland. “It’s a big small town. There’s always something to do, yet there’s a close, family feeling. Not only do we see it as our responsibility to provide jobs with good wages and opportunities to move ahead, but we also think it’s every business owner’s responsibility to provide for those who provide for them. That’s why “Independence From Hunger” and our ongoing relationship with Yolo Food Bank and other local nonprofits is so important to us.”

Together with nearly 70 partner organizations, Yolo Food Bank serves the needs of individuals in 19,000 Yolo County households every month in pursuit of its mission to end hunger and malnutrition in Yolo County. Funds, food and time are needed to sustain these efforts. To donate, volunteer or learn more, please visit [www.yolofoodbank.org](http://www.yolofoodbank.org).

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