



PRESS RELEASE– FOR IMMEDIATE RELEASE

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Kroger Shoppers Support Michigan Families, Greater Lansing Food Bank during “Great American Milk Drive”

LANSING, Mich. – Thanks to a partnership between United Dairy Industry of Michigan and Greater Lansing Food Bank, Kroger shoppers can support families in need. Shoppers can donate \$1, \$3 and \$5 at the register in local Kroger stores which will be used to purchase Kroger’s 100 percent Michigan milk for distribution to hungry individuals and families. Kroger and UDIM will multiply the funds raised and the gallons of milk provided, with each matching contributions up to \$20,000.

“Milk is critical for families with children,” says Joe Wald, Executive Director of Greater Lansing Food Bank. “Whether it’s in a bowl of cereal or just in a glass, kids need the calcium and other nutrients to support healthy growth, especially as we head into ‘back to school’ season.”

This campaign runs statewide, and one hundred percent of funds collected will benefit local food banks and food rescue organizations. The Food Bank of Eastern Michigan, Food Bank of South Central Michigan, Food Gatherers, Forgotten Harvest, Gleaners Community Food Bank of Southeastern Michigan and Greater Lansing Food Bank will receive funds collected during the campaign.

Kroger’s Michigan Dairy, located in Livonia, produces fluid milk, buttermilk, juices, drinks, cottage cheese, sour cream, dips, apple cider and eggnog for Kroger’s Michigan Division and 26 stores within Kroger’s Columbus Division. The facility bottles an average of 100,000 gallons of milk per day.

Kroger will hold a special anniversary celebration at the Michigan Dairy on Saturday, August 12. For more information, visit www.kroger.com.

About the United Dairy Industry of Michigan

The United Dairy Industry of Michigan (UDIM) is dedicated to serving Michigan’s hard working dairy farm families and promoting Michigan’s locally produced dairy products. UDIM is the umbrella organization for the American Dairy Association and Dairy Council of Michigan. These non-profit organizations provide dairy product promotion and nutrition education services on behalf of their funding members.

About The Kroger Co. of Michigan

Incorporated in Michigan in 1909 and headquartered in Novi, The Kroger Co. of Michigan includes 19,000 associates, 125 Kroger stores, 75 fuel centers, 104 pharmacies and the Michigan Dairy.

Kroger, one of the world's largest retailers, employs more than 375,000 associates who serve customers in 2,640 supermarkets and multi-department stores in 34 states and the District of Columbia under two dozen local banner names including Kroger, City Market, Dillons, Food 4 Less, Fred Meyer, Fry's, Harris Teeter, Jay C, King Soopers, QFC, Ralphs and Smith's. The company also operates 786 convenience stores, 320 fine jewelry stores, 1,240 supermarket fuel centers and 38 food processing plants in the U.S. Recognized by Forbes as the most generous company in America, Kroger supports hunger relief, breast cancer awareness, the military and their families, and more than 30,000 schools and grassroots organizations. Kroger contributes food and funds equal to 200 million meals a year through more than 80 Feeding America food bank partners. A leader in supplier diversity, Kroger is a proud member of the Billion Dollar Roundtable and the U.S. Hispanic Chamber's Million Dollar Club.

About Greater Lansing Food Bank

Greater Lansing Food Bank is a non-profit organization that provides emergency food to individuals and families in need in Ingham, Eaton, Clinton, Shiawassee, Clare, Isabella and Gratiot counties. It raises money, food and in-kind contributions to meet emergency food needs; coordinates and supports the work of area food pantries; rescues wholesome excess food that would otherwise go to waste; promotes, encourages and emphasizes self-help programs toward the goal of self-sufficiency; and educates the community on hunger issues.