



FOR IMMEDIATE RELEASE:

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**FAREWAY ROUND UP FOR VARIETY RAISES MORE THAN
\$177,000 FOR CHILDREN IN NEED**

Fareway store locations accepted donations at the register from October 1-20 to improve the lives of underprivileged, at-risk and special needs children

NEWS RELEASE (Des Moines) – Fareway Stores, Inc. recently conducted a round up at the register to support Variety – the Children’s Charity. Donations were collected from Monday, Oct. 1 through Saturday, Oct. 20 in all Fareway locations, with total donations reaching \$177,000 during the three-week period.

“Our customers’ kindness is making an extraordinary impact. Due to this campaign, we are able to provide additional support to underprivileged, at-risk, and special needs children in the five states where Fareway conducts business, said Fareway President/CEO Reynolds W. Cramer. “We are proud of the positive difference we are making to help children, and we couldn’t do this without the generosity of our customers.”

Proceeds from the round up will be distributed regionally and provide funding to support [Variety’s programs](#). Fareway has been a proud supporter of Variety since 1984, with total contributions equaling more than \$2 million. Variety is a 501(c3) organization, and donations are tax deductible.

“We are grateful for Fareway’s commitment to Variety – the Children’s Charity and Iowa children and for the support of Fareway customers who contributed during the roundup in support of Variety,” said Sheri McMichael, Executive Director of Variety. “These funds will help Iowa children reach their full potential.

About Variety

Variety – the Children’s Charity is dedicated to improving the lives of children who are at-risk, underprivileged, critically ill or living with special needs. Funding is provided to

programs and initiatives that directly impact the well-being of children in our community. For more information on how you can be a part of our work, please visit varietyiowa.com.

About Fareway

Fareway Stores, Inc. is a growing Midwest grocery company currently operating 122 stores located in Iowa, Illinois, Minnesota, Nebraska and South Dakota. Fareway holds family values in the highest regard, demonstrating integrity, fairness and honesty in relationships with customers, employees, vendors and suppliers. Visit Fareway.com for more information.

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