



**FOR IMMEDIATE RELEASE**

**Round up at your local Fareway Store in July to  
support Variety – the Children’s Charity**

Des Moines, Iowa (July 7, 2020) – Fareway Stores, Inc. has partnered with Variety – the Children’s Charity to conduct the fourth annual round up at the register Monday, July 6 through Saturday, July 25.

All customers will have the opportunity to round up to the next dollar or to provide an additional donation on their grocery store bill to help Variety provide specialized mobility equipment to children living with special needs, as well as traditional bikes to children who are at-risk and underprivileged.

“Variety provides needed mobility equipment for children across the state of Iowa,” said Fareway President and CEO Reynolds W. Cramer. “We are proud to continue to support Variety in this mission, and would like to thank our customers in advance for their continued generosity.”

Variety works with physical therapists to identify children who would greatly benefit from a specialized bicycle or other piece of specialized mobility equipment, such as gait trainers, standers, mobile standers and more. Due to COVID-19, many children living with special needs are not able to attend physical therapy sessions in-person. Having a specialized bicycle at home will allow them to continue strengthening their muscles and provide them with physical and therapeutic benefits. Additionally, providing traditional bikes to children who are at-risk and underprivileged addresses the importance of exercise and good health, while also allowing them to experience a fun recreational activity. Variety is a 501(c)3 organization, and all donations are tax deductible.

“We are thankful for this opportunity to reach potential donors in Iowa and its surrounding states through the Fareway Round Up,” said Sheri McMichael, executive director of Variety. “The round up is a great example of how Fareway customers and employees continuously show how much they care for the littlest members of our community. We are so grateful for this continued partnership with Fareway.”

**About Variety – the Children’s Charity**

Variety is dedicated to improving the lives of children who are underprivileged, at-risk, critically ill and 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](http://varietyiowa.com).

**About Fareway Stores, Inc.**

Fareway Stores, Inc. is a growing Midwest grocery company currently operating 123 stores in a six-state region. Fareway's mission is to provide the highest quality products, while treating customers like family, and valuing dedicated employees. Its stores are known for their unmatched, full-service meat departments, farm-fresh produce, and exceptional to-your-car customer service. Fareway is a family-owned business, recognized as a top 10 employer in Iowa, and has more than 12,000 total employees. Visit [Fareway.com](http://Fareway.com) for more information.

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