



**FAREWAY**  
MEAT & GROCERY



**FOR IMMEDIATE RELEASE: JULY 8, 2021**

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

Des Moines, Iowa (July 8, 2021) – Fareway Stores, Inc. is partnering with Variety - the Children’s Charity to conduct the fifth annual round up at the register from Monday, July 6 through Saturday, July 24 at all 129 store locations.

Customers will have the opportunity to round up to the next dollar or to provide an additional donation on their grocery bill to help fund Variety’s mission. Additionally, through July 24, customers over the age of 21 can purchase a bottle of Butcher’s Block Vodka and \$1 from each bottle will be donated to Variety. Dollars raised through the Round Up will help provide mobility equipment to children living with special needs, as well as fund and deliver effective programs and grants to care for children who are underprivileged, at-risk, critically ill or living with special needs.

“Fareway has proudly supported Variety for more than 30 years and we are excited to again partner to provide for the needs of children,” said Fareway President and CEO Reynolds W. Cramer. “We are looking forward to the campaign and encourage our generous customers to round up at the register for the kids.”

Variety works with physical therapists to identify children who would greatly benefit from a specialized bicycle or other piece of adaptive mobility equipment, such as gait trainers, standers, mobile standers and more. Additionally, the funds raised through the Fareway Round Up will help Variety provide grants to nonprofit organizations serving children, as well as vans to help transport children to programming activities.

“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**

*Fareway Stores, Inc. is a growing Midwest grocery company currently operating 129 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.*

**Lead with Love** is part of Fareway's mission aimed at supporting local communities through charitable giving efforts and other initiatives by direct involvement and donated resources. Lead with Love is a valued philosophy held by Fareway and inspired by its outstanding employees. Visit [Fareway.com/LeadwithLove](http://Fareway.com/LeadwithLove) for more information.

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