



FOR IMMEDIATE RELEASE:

October 5, 2015

MEDIA CONTACTS:

Megan Grandgeorge, Director of Marketing & PR, Variety
515.243.4660, megan@varietyiowa.com

Emily Toribio, Corporate Outreach & Communications Coordinator
Fareway, 515.433.5474, etoribio@farewaystores.com

**ROUND-UP AT YOUR LOCAL FAREWAY STORE IN OCTOBER TO
SUPPORT VARIETY – THE CHILDREN’S CHARITY**

*Donations accepted at all Fareway Store locations to improve the lives of
underprivileged, at-risk and special needs children*

NEWS RELEASE (Des Moines) – Fareway Stores, Inc. has partnered with Variety – the Children’s Charity to conduct a round-up at the register from Monday, October 5 through Saturday, October 24. 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 improve the lives of underprivileged, at-risk and special needs children in Iowa and the surrounding states.

“We’re excited to offer this opportunity to our customers, not only to support the mission of Variety – the Children’s Charity, but to further educate on the great work being done in our local communities,” said Fareway CEO Reynolds W. Cramer. “Fareway has been a proud partner of Variety for nearly 30 years and remains passionate about improving the lives of children.”

The round-up event will run for a 3-week period during the month of October and proceeds will provide funding to more than 90 charities throughout Iowa and the surrounding states for capital projects, essential medical equipment, special programming and transportation. Variety is a 501(c3) organization, and all donations are tax deductible.

“We are excited for the opportunity to reach potential donors in Iowa and the surrounding states through Fareway,” said Sheri McMichael, Executive Director of Variety Iowa. “Fareway holds family values to the highest regard, and their commitment is especially true for the littlest of family members. This is the reason for their long-standing partnership with Variety and we are grateful for their support.”

Variety – the Children’s Charity is an international 501(c)3 organization with 41 chapters in 11 countries. Variety is dedicated to improving the lives of underprivileged, at-risk and special needs children. For more information on Variety Iowa, and the local organizations they serve, please visit VarietyIowa.com.