



FOR IMMEDIATE RELEASE:

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**FAREWAY ROUND-UP FOR VARIETY RAISES MORE THAN
\$45,000 FOR CHILDREN IN NEED**

*Fareway Store locations accepted donations at the register from October 5-24 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. 5 through Saturday, Oct. 24 in all Fareway locations, with total donations reaching \$45,216.95 during the three-week period.

“This opportunity allowed customers to round-up to the next dollar or provide an additional donation at the time of purchase,” said Fareway CEO Reynolds W. Cramer. “Our generous customers went above and beyond to provide critical support to underprivileged, at-risk and special needs children in Iowa and the surrounding states – and we’re proud to be a partner in that effort.”

Proceeds from the round-up will be distributed regionally and provide funding to more than 90 charities throughout Iowa and the surrounding states for capital projects, essential medical equipment, special programming and transportation. Fareway has been a proud supporter of Variety since 1984, with total contributions equaling more than \$1.69 million. Variety is a 501(c)3 organization, and donations are tax deductible.

“We appreciate Fareway’s long-standing support of Variety,” said Sheri McMichael, Executive Director of Variety Iowa. “We are grateful for these additional funds and thank all customers who contributed during the round-up in support of Variety – the Children’s Charity.”

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.