



**FOR IMMEDIATE RELEASE:**

October 27, 2017

**MEDIA CONTACTS:**

Megan Grandgeorge, Director of Marketing & PR, Variety  
515.243.4660, [megan@varietyiowa.com](mailto:megan@varietyiowa.com)

Emily Toribio, Corporate Outreach & Communications Coordinator  
Fareway, 515.979.6448, [etoribio@farewaystores.com](mailto:etoribio@farewaystores.com)

**FAREWAY ROUND UP FOR VARIETY RAISES MORE THAN  
\$57,000 FOR CHILDREN IN NEED**

*Fareway Store locations accepted donations at the register from October 2-21 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. 2 through Saturday, Oct. 21 in all Fareway locations, with total donations reaching \$57,067.99 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 70 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 \$1.9 million. Variety is a 501(c3) organization, and donations are tax deductible.

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

## **About Variety**

Variety is dedicated to improving the lives of underprivileged, at-risk and special needs children throughout Iowa. 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).

Fareway Stores, Inc. is a growing Midwest grocery company currently operating 118 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](http://Fareway.com) for more information.

####