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Contact: Jessica Sund
Director of Development and Communications
Phone: 507.424.1729
Email: jessicasund@channel-one.org



Channel One Celebrates Selection as a Beneficiary in the Hy-Vee Reusable Bag Program that Supports Local Non-Profits

Rochester, MN – April 1st, 2021

Channel One Regional Food Bank has been selected as a beneficiary for the month of April in the Hy-Vee Reusable Bag Program that supports local non-profits.

The Hy-Vee Reusable Bag Program, which launched in November 2019, is a reusable bag program that facilitates community support with the goal to make a difference in the communities customers live and work.

Channel One Regional Food Bank was selected as the April beneficiary of the program by store leadership at the Hy-Vee located at Crossroads Drive in Rochester. Channel One will receive a \$1 donation every time a \$2.50 red "My Heart" Reusable Bag is purchased at this location during April, unless otherwise directed by the customer through the Giving Tag attached to the bag.

"We are glad to have been selected as this month's reusable bag program beneficiary from the Crossroads Drive Hy-vee team. We appreciate their continuous support– and the support we receive from all of the Hy-vees across our 14-county region," said Virginia Merritt, Executive Director of Channel One. "This is a great way for community members to get involved and help forward our mission of strengthening food access and building healthy communities."

For more information on the Hy-Vee Reusable Bag Program, visit hy-vee.bags4mycause.com

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***Channel One Regional Food Bank**, a member of Feeding America, strengthens food access and builds healthy communities. Channel One operates food programs to serve local and area needs such as: a food bank, a food shelf, mobile pantries, Childhood Hunger Programs, and the Nutrition Assistance Program for Seniors (NAPS). Channel One Regional Food Bank mobilizes organizations, volunteers, and donors to serve the network of more than 200 nonprofit programs that provide food for children, adults, and families in need. Channel One serves 14 counties across southeastern Minnesota and western Wisconsin. For more information, call 507.287.2350 or visit helpingfeedpeople.org*