



For Immediate Release
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Lucky Launches 2017 Peanut Butter Drive to Help Local Food Banks Feed Hungry Kids Over the Summer

"Peanut Butter Roundup" to be held May 17 -30

(Dublin, CA) – Lucky Supermarkets is partnering with local food banks to hold the annual "Peanut Butter Roundup" in its 69 stores throughout the Bay Area and surrounding regions from Ukiah to Hollister. To give the campaign a boost, Jif peanut butter and Smucker's jelly are each offering a Buy One/Give One promotion, making it easy for shoppers to participate. For the first time, Lucky is also including its private label, Sunny Select, in the campaign. Similar quality at lower prices. Every time shoppers buy one jar of peanut butter or jelly, they get another one of the same brand free to donate!

Collection barrels will be conveniently located near the checkstand area to place donations. Last year, Lucky and its sister brand, Save Mart, collectively received ten tons of peanut butter and jelly during a similar drive ... enough to make a quarter-million sandwiches. That's a lot of happy kids!

For the second year in a row, the "roundup" feature will be made available at the cash register. In addition to the Buy One/Give One option, shoppers can roundup their grocery tab, and 100% of the change will benefit local food banks. That portion of the campaign raised nearly \$10,000 in 2016.

The Peanut Butter Roundup is meant to raise awareness of the struggles many families experience during the summer break when their kids have no access to school meals. According to the California Association of Food Banks, one in four of the state's children goes to bed hungry each night. That's 2.3 million kids. This campaign helps fill the gap by stocking the pantries of local food banks. Peanut Butter makes for a perfect donation because it's high in protein, shelf-stable and kids enjoy it. We're encouraging the use of **#PeanutButterRoundup** on social media to post pictures or brag about donations to help the cause.

For more information or to schedule an interview/video or photo shoot inside a store, please contact Nannette Miranda at 925.833.6136. Your local food bank may also be able to help with your story.

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*Based in the heart of the Central Valley, **The Save Mart Companies**, which owns Lucky Supermarkets, is committed to sourcing a wide variety of local products ensuring that 'fresh comes first' for neighborhoods throughout California and Northern Nevada. The company employs more than 15,000 team members and operates 207 traditional and price impact stores under the banners of Save Mart, Lucky, FoodMaxx, S-Mart Foods, and MaxxValue Foods. In addition to its retail operation, Save Mart owns and operates three distribution centers – Roseville and Turlock. The company also operates Smart Refrigerated Transport and is a voting partner in Super Store Industries (SSI), which owns and operates a distribution center in Lathrop, Mid Valley Dairy in Fairfield and Sunnyside Farms ice cream plant in Turlock. For more information on the company visit: www.LuckySupermarkets.com.*