

**FOR IMMEDIATE RELEASE**

**Contact:**

Heidi McIntyre

McIntyre Marketing, Inc.

[Heidi@mcintyremktg.com](mailto:Heidi@mcintyremktg.com)

PH: (407) 222-3695



**G&R Farms First Annual Season of Giving Promotion was a Success in Giving Back to United Way and Operation Food Search**

**Glennville, GA; February 8, 2021** – G&R Farms launched their first annual Season of Giving campaign partnering with Costco and Schnucks in an effort to give back during this past holiday season. The campaign began in mid-November and ran through the end of December, 2020 and was a success raising a combined total of \$22,600. Each retailer chose their own local charity and the funds raised were based on set donation amount per each box shipped during the promotion.

We are grateful for the generous support provided by G&R Farms through their Season of Giving campaign,” said Operation Food Search Executive Director Kristen Wild. “The impact of this donation will be felt by many struggling with food insecurity during this challenging time. It is wonderful to see companies that care about strengthening their communities.”

The Season of Giving Campaign included a new secondary merchandising display, tear-off pad, stickers on all sweet onion bags along with a variety of social media and public relations activities.

“Our marketing efforts really paid off. Based on the previous year’s results, we had a dollar figure in mind for the donation, but the final tally far exceeded our expectations so we’re very glad to be able to donate more funds than anticipated,” said Walt Dasher, Vice President of G&R Farms. “With so many Americans experiencing personal loss and financial hardships due to the pandemic, we felt it was important for us to support these non-profits who are providing so much aid and assistance.”

A total of \$15,000 was raised for Costco’s Texas Division which benefited local [United Ways](#) in the Costco Texas’ markets. United Way is engaged in 95% of U.S. communities and

more than 40 countries and territories worldwide. They are focused on creating community-based and community-led solutions that strengthen education, financial stability and health.

For Schnucks, a total of \$7,600 was raised to benefit [Operation Food Search](#) (OFS). Both OFS and Schnucks are headquartered in St. Louis, Missouri. OFS is a hunger relief organization that provides free food, nutrition education and innovative programs proven to reduce food insecurity. The agency provides food and services to 200,000 individuals on a monthly basis – one-third of whom are children – through a network of 330 community partners in 27 Missouri and Illinois counties and the city of St. Louis.

“At Schnucks, we share Operation Food Search and G&R Farms’ desire to strengthen our communities by fighting food insecurity and hunger,” said Schnucks Director of Corporate External Relations, Schron Jackson. “Because the need is so great, we look forward to continuing this partnership with each organization with the shared goal of feeding those in need in our communities.”

### **About G&R Farms**

As a third-generation family farm, G&R Farms began in Southeast Georgia with a small farm in 1945. Today, the organization has grown to over 5,000 acres encompassing several crops with a main focus on sweet onions. G&R Farms has been growing, packing, marketing and shipping sweet onions for nearly seven decades. The company is dedicated to providing consistent quality year-round while perfecting the quality and flavor of sweet onions through research and development. For more information visit [www.grfarmsonions.com](http://www.grfarmsonions.com).

###