



FOR IMMEDIATE RELEASE

## **Festival Foods & Pepsi Refresh CEAP's Shelves**

Brooklyn Park, MN, October 6, 2010 – Festival Foods, in partnership with Pepsi Inc. and the “Pepsi Refresh” project,” held a twenty day long fundraiser in August to help local food shelves. Patrons of the Festival Foods in Brooklyn Park raised money for Community Emergency Assistance Program (CEAP), and the charity received over \$1,470 as a result! Pepsi Inc. also made a contribution to CEAP of \$714!

The fundraiser was part of a larger drive held by several Festival Foods locations in conjunction with the “Pepsi Refresh” project. Festival Foods newspaper ads, on August 11<sup>th</sup>, kicked off the drive with a \$1 “coupon” that customers could use to add a dollar donation to their grocery purchases. By August 31<sup>st</sup>, Festival Foods customers had raised over \$13,000 for their local food shelves. Pepsi Inc. contributed an additional \$5,000 that was divided among these organizations as well.

For more information about Festival Foods, visit [www.festivalfoods.net](http://www.festivalfoods.net).

For more information on the “Pepsi Refresh” project, visit [www.refresheverything.com](http://www.refresheverything.com)

CEAP is a community based charity dedicated to stabilizing individuals and families in financial distress and helping them to live independently and with dignity. CEAP has provided food, clothing, financial assistance, and other emergency services to the Twin Cities community for 39 years. To learn more about CEAP, its mission and the services it provides, please visit [www.ceap.com](http://www.ceap.com).

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*Employees and shoppers at the Festival Foods in Brooklyn Park recently contributed \$1,473 to CEAP in the “Pepsi Refresh” challenge. Pepsi Inc. also contributed \$714. Seen here is CEAP President, Byron Laher, receiving Festival Foods’ donation from Store Director, John Watson.*

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Thank you for spreading the word about this wonderful event. Please contact CEAP in the event that this release is published.

Sincerely,

Tiffany Blaisdell  
Communications & PR Manager  
Community Emergency Assistance Program, Inc.  
6840 78<sup>th</sup> Ave N  
Brooklyn Park, MN 55445  
763-450-3664  
[tiffany.blaisdell@ceap.com](mailto:tiffany.blaisdell@ceap.com)  
[www.ceap.org](http://www.ceap.org)