



For Immediate Release
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NEWS RELEASE

PRICE CHOPPER AND MARKET 32 LAUNCH THE 2016 CHECK OUT HUNGER CAMPAIGN AND THE ANNUAL HOLIDAY TOY DRIVE

(Schenectady, NY) Price Chopper and Market 32's Check Out Hunger, a campaign that raises dollars and food donations for regional food banks and their affiliated kitchens and pantries and the annual Holiday Toy Drive kicked off this past weekend and will run for four weeks through Saturday, December 10.

"Price Chopper and Market 32 are proud to organize and host these important campaigns in our stores and we're thankful for the collective generosity and support of our teammates, customers and community partners," said Mona Golub, vice president of public relations and consumer services. "Check Out Hunger and the Holiday Toy Drive help us raise awareness and resources for our neighbors who may need a little help getting through the end of the year."

Check Out Hunger gives shoppers the opportunity to add a small monetary donation to their grocery bill (bringing the total to the next whole dollar amount) through the Round Up Your Change program and to purchase a set-price Food Package, a \$5, \$10 or \$15 selection of pantry essentials.

The annual Holiday Toy Drive, in partnership with The Salvation Army, offers toy collection sites at every Price Chopper and Market 32 throughout the six-state service area, with the goal of distributing the toys to children in need within the communities where the toys were donated.

Price Chopper and Market 32 will match donations for both campaigns of up to \$5,000.

Last year's campaigns raised more than \$42,000 and 26 tons of food that were distributed to a dozen area food banks and more than 3,000 toys that were distributed locally.

Both Check Out Hunger and the Holiday Toy Drive are annual giving programs that are available at all 135 Price Choppers and Market 32s throughout the chain's six state footprint (CT, MA, NH, NY, PA and VT.)

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About The Golub Corporation: *Based in Schenectady, NY, the Golub Corporation owns and operates 136 Price Chopper and Market 32 grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 22,000 teammates collectively own more than 47% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit www.pricechopper.com*