PRICE CHOPPER’S FAMILY MEALTIMES MATTER CAMPAIGN ENCOURAGES FAMILIES TO EAT TOGETHER MORE OFTEN

(Schenectady, NY) Price Chopper will host its sixth annual Family Mealtimes Matter campaign from Sunday, Oct. 12 through Sunday, Oct. 19 at stores throughout New York State.

A collaborative initiative of Price Chopper, Cornell Cooperative Extension and the Albany Times Union, this year’s theme is “One Community, One Meal.”

“Price Chopper is committed to helping people feed and care for their families by providing quality food at a value, as well as recipes and tips that make it easier and more fun for families to share mealtimes together,” said Mona Golub, vice president of public relations and consumer services. “The impetus for our support is the stack of studies which show that children who eat with their families do better in school, learn better eating habits and develop better relationship-building skills.”

Cornell Corporate Extension educators will be in stores including Westgate (911 Central Ave, Albany), Catskill (320 West Bridge St, Catskill), Cobleskill (Barnerville Road, Cobleskill), Hudson Valley Plaza (79 Vandenburgh Place, Troy) and Schenectady (1640 Eastern Parkway, Schenectady) on Friday, Oct. 17 and Saturday, Oct. 18 from 10:00 a.m. to 2:00 p.m. to discuss additional resources for family meals.

New to the campaign this year is an emphasis on building online resources at both the Price Chopper and Times Union websites.

Last month, the Times Union Recipe Box blog asked readers to send in their quick and easy recipes for families on the go. Judges narrowed down the entries to three recipes and then readers voted for their favorite. The winning recipe, bacon-wrapped muffins by Laura Ligos, a dietitian and blogger (The Sassy Dietitian), will be featured in the Family Mealtimes Matters handout that will be available in Price Chopper stores for the entire week.
To connect to the “One Community, One Meal” theme, families are invited to take photos and write a few sentences about dinner table discussions or how the meal went and submit them to TUevents@timesunion.com by Oct.19. Some photos and stories may be published in the Times Union Food section and on the website.

Also new this year, the Price Chopper website (www.pricechopper.com) will feature a new Family Mealtimes Matters section, with information and ideas on making family meals easy, fun and getting everyone in the kitchen to help them come together.

About Price Chopper
Based in Schenectady, NY, the Golub Corporation owns and operates 134 Price Chopper 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.