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FOR IMMEDIATE RELEASE

**Bags That Give Back: Redwood Empire Food Bank Selected to Benefit in the Lucky and FoodMaxx Give Back Bag Program Designed to Give Back in Local Communities**

**SANTA ROSA, CA (March 30, 2022)** – Reduce single-use plastic in the environment and give back to those in need in the local community, all while running routine weekly errands at your local Lucky or FoodMaxx Store. The Redwood Empire Food Bank has been selected by local Lucky and FoodMaxx store leadership as the benefiting non-profit in the Give Back Bag Program for the months of April and May!

The Lucky and FoodMaxx Give Back Bag Program is an easy way for shoppers to give back to the local community and the environment as part of the regular shopping routine. Every reusable Give Back Bag sends a \$1 donation to a non-profit local to the Lucky or FoodMaxx in which it was purchased.

As part of this ongoing program, every month at every Lucky and FoodMaxx location a different local non-profit is selected to benefit from the sale of the reusable Give Back Bag. The Redwood Empire Food Bank was selected as the April and May beneficiary by local store leadership at the stores listed below:

**Lucky**

939 Lakeville Highway, Petaluma  
1000 Petaluma Blvd. N., Petaluma  
150 Bicentennial Way, Santa Rosa  
915 Village Court, Santa Rosa  
776 Gravenstein Hwy. N., Sebastopol  
19181 Sonoma Highway, Sonoma

**Food Maxx**

605 Rohnert Park Expressway, Rohnert Park  
2055 Sebastopol Road, Santa Rosa

3990 Brickway Blvd., Santa Rosa, CA 95403 | T: 707-523-7900 | F: 707-523-7901 | refb.org

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The Redwood Empire Food Bank will receive a \$1 donation for every reusable Give Back Bag purchased at any of these locations from April 1st to May 31st, 2022.

“It’s more important than ever to help reduce single-use plastic in the environment,” said Rachelle Mesheau, Marketing and Public Relations Manager at the Redwood Empire Food Bank. “Non-profits at the local level, like us, are in need of community support. This program offers the perfect solution to multiple issues of the world today. We hope you’ll support us through April and May by purchasing one – or two! – Give Back Bags at our local Lucky and Food Maxx stores!”

### **About Redwood Empire Food Bank**

The Redwood Empire Food Bank is the largest hunger-relief organization serving Northern California. Since 1987, the Redwood Empire Food Bank has provided food and nourishment to those facing hunger—serving more than 100,000 children, families and seniors in Sonoma, Lake, Mendocino, Humboldt, and Del Norte Counties. With over 300 direct service distributions, and 150 partnerships with other hunger-relief organizations, all residents facing food insecurity have access to more than 450 weekly and monthly distribution sites across the five counties.

Visit [www.refb.org](http://www.refb.org) or call 707-523-7900 to learn more.

For more information about the Give Back Bag Program, please visit [www.tsmcgivebackbag.com](http://www.tsmcgivebackbag.com).