

Press Release



Nov. 1, 2023

Harris Teeter Media Contacts:

Danna Robinson, drobinson@harristeeter.com, 704-844-3904

Paige Pauroso, ppauroso@harristeeter.com, 704-844.3101

Harris Teeter launches Harvest Feast Round Up Campaign in all stores, campaign supports Second Harvest Food Bank of Metrolina

Charlotte, NC – Harris Teeter, one of Second Harvest Food Bank of Metrolina’s retail partners and a dedicated ally in the fight against hunger in our local community, is rounding up to support them. Now through Dec. 26, Harris Teeter shoppers are invited to round up their transactions to the nearest whole dollar at checkout; 100% of funds raised in surrounding stores will benefit Second Harvest, which serves over 950 partner agencies in a 24 county region (14 in NC and 10 in SC).

In 2022, Harris Teeter shoppers and associates donated more than \$1 million through last year’s Harvest Feast campaign for those facing food insecurity. Harris Teeter hopes to raise even more money during this year’s campaign as the number of children and families living in America who are facing hunger and food insecurity continue to grow. According to Feeding America, more than 34 million people face food insecurity, including 1 in 9 children. In 2022, 49 million people turned to food assistance for extra help.

Since 2005, Harris Teeter’s Harvest Feast Round Up campaign has raised more than \$12 million in monetary donations and hundreds of thousands of pounds of nonperishable food.

"At Second Harvest Food Bank of Metrolina, we're absolutely delighted to have Harris Teeter as a partner in our mission to combat food insecurity in our area. Their commitment to local communities is truly commendable, and this round-up campaign exemplifies their dedication to enriching the lives of families in the neighborhoods they serve," said Kay Carter, CEO. "By providing a convenient way for shoppers to give back this holiday season, they are ensuring we can help feed hungry families during the holidays and throughout the entire year."

Harris Teeter partners with 19 agencies throughout its marketing areas to help eliminate hunger for food insecure families throughout the year. Both Harris Teeter's food bank and food pantry partners are assigned stores within their service areas to ensure 100% of the funds collected through this campaign remain local to the community in which the donation is made. "The number of hardworking families, including children, seniors and veterans, within our communities who do not know when they will have their next meal, is astonishing," said Danna Robinson, Director of Corporate Affairs for Harris Teeter. "More and more families in our communities rely on the help of our food bank partners which is why it is so important to Harris Teeter to provide a convenient way for shoppers to give back."

The success of Harris Teeter's Harvest Feast campaign hinges on the generosity of its loyal shoppers and valued associates. Supporting our neighbors-in-need is more important than ever and Harris Teeter hopes for continued participation again in 2023.

"We are continuously overwhelmed by the generosity of our valued associates and shoppers who help us provide millions of meals to our community members-in-need each year. It is important to remind our shoppers that every dollar raised at their Harris Teeter will go directly to serving hungry families within their community," said Robinson.

To learn more about Harris Teeter's Harvest Feast Round Up campaign, click [here](#).

###

About Second Harvest Food Bank of Metrolina

As part of Feeding America, Second Harvest Food Bank of Metrolina - serves 24 counties in North and South Carolina. In FY 2022-2023, Second Harvest Food Bank of Metrolina distributed over 78 million pounds of food and household items to over 950 hunger feeding agencies including emergency pantries, soup kitchens, senior programs, shelters and low-income daycares. Follow the Food Bank on: [Facebook](#), [Twitter](#), [Instagram](#), [Linkedin](#), and [YouTube](#).

About Harris Teeter: For more than 60 years, Harris Teeter, a wholly-owned subsidiary of The Kroger Co. (NYSE: KR), has enriched lives – one meal, one family, one associate, and one community at a time. Headquartered in Matthews, North Carolina, Harris Teeter employs 36,000 valued associates across more than 250 stores and 60 fuel centers in North Carolina, South Carolina, Virginia, Georgia, Maryland, Delaware, Florida, and the District of Columbia.