



For Immediate Release

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New Seasons Market and its Customers Contributed More Than \$1.2M to Community-Based Initiatives in 2022

Neighborhood grocer surpasses 2021 giving by \$100K, prioritizing food equity, environmental action and neighborhood education

Portland, Ore. (Jan. 4, 2023) – New Seasons Market and its customers contributed more than \$1.2M to community-based initiatives in 2022, surpassing its 2021 giving by \$100K. The neighborhood grocer [supports various organizations](#) through unique partnerships, such as Donate Dinner, Bag It Forward, Community Hunger Relief Fundraiser, Gift It!, Give!Guide and Cans for Kids.

“Being a contributing partner to our communities is at the heart of New Seasons Market, our staff and our customers,” said CEO Nancy Lebold. “We are proud to collaborate with so many wonderful organizations, which work to create a better Portland... and beyond.”

In addition to its giveback programs, New Seasons Market supports nonprofit partners through sponsorships, in-kind donations and financial investments. Beneficiaries work in three areas of focus: neighborhood education, environmental action and justice, and food equity, with more than \$1M alone funding organizations working to create greater food access in our communities.

“In a year of tremendous growth and collaboration, New Seasons Market has been building connections across nonprofits to maximize the impact of our work,” said Jason Skipton, executive director for Growing Gardens. “New Seasons Market is investing and supporting a food system that is led by strong and innovative nonprofit partners. Their support offers customers a way to better understand our work in the community. From every nickel of the Bag It Forward program to sponsoring the Hunger category in the Give!Guide, these are all ways that uplift our work.”

New Seasons Market’s giving spans across the state, with 24 percent given in Multnomah County, 8 percent in Clackamas County and 7.8 percent in Washington County, with the remainder benefiting organizations across multiple counties and the Pacific Northwest.

“Since day one, we’ve donated 10 percent of our after-tax profits to local organizations. This, in addition to our numerous community-based initiatives, hopefully creates greater awareness for the needs of our community while identifying ways we can all give back,” continued Lebold. “In addition to our giving, we remain resolve in our commitment to sustainability.”

In April 2022, the grocer launched a circular recycling system, collecting #1 PET plastics, which are notoriously difficult to recycle. New Seasons Market then converts the plastics into containers used for

grab-and-go items at its own 19 stores. Since the launch, customers have donated more than 88,000 lbs. (equal to 44 tons) of #1 PET plastic.

“At New Seasons Market, we’re proud to have a team dedicated to philanthropy and sustainability, without whom we could not be so active in the community,” explained Lebold. “They work tirelessly to support our partners.”

About New Seasons Market

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of its staff, partners, neighborhoods, and the environment to growing a sustainable business, it’s doing what it loves with a commitment to cultivating a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, Ore., New Seasons Market is now a team of nearly 2,700 passionate staff across 19 stores in Oregon and Washington, serving a unique mix of locally sourced and organic items, as well as classic grocery favorites and chef-made grab-and-go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves. For more information, visit [newseasonsmarket.com](https://www.newseasonsmarket.com).

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