



FOR IMMEDIATE RELEASE

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Emergency Family Assistance Association (EFAA) and Fresca Foods Provide 1,000 Holiday Food Baskets for Families in Need

*As housing costs burden family budgets, food insecurity rises,
increasing need for safety-net services, like EFAA's*

Nov. 4, 2015, BOULDER, CO -- For 42 years, Emergency Family Assistance Association (EFAA) has coordinated a Holiday Food Basket program to provide families, seniors, and people with disabilities in Boulder and Broomfield Counties with special help during the holiday season.

This year, EFAA will distribute 1,000 baskets of food. Fresca Foods Inc., a Louisville, Colorado-based manufacturer and marketer of “better-for-you and the planet” foods, will help make this program possible. Fresca employees will help coordinate food and fill the baskets at its Louisville facilities on Friday, November 6. This is the ninth year Fresca Foods has partnered with EFAA for its Holiday Food Basket program.

“For most of us, the holiday season is a time to gather with friends and family, often enjoying a wonderful meal together,” explains Liz Rowland, EFAA Food Bank Manager. “EFAA’s Holiday Food Baskets include enough food for a week and the ingredients to prepare favorite seasonal dishes. It’s really wonderful to see the smiling faces when families leave EFAA’s food bank with something special.”

More than 30 Fresca employees will help make these special gifts possible by assembling the 1,000 holiday food baskets at one of its warehouses.

“I’m proud to share that we will support EFAA’s Holiday Food Basket program again this year,” said Todd Dutkin, CEO of Fresca. “Over the last nine years, Fresca volunteers have packaged more than 180 tons of food to support families in need. We are committed to improving the well-being of our community, and are humbled by the opportunity to give back to those in need in such a meaningful way by partnering with EFAA.”

(more)

Last year, EFAA distributed nearly 700,000 pounds of food worth more than one million dollars. As housing prices skyrocket countywide, more families are relying on groceries from EFAA's food bank to free up budget dollars for rent and other basic needs, like utility bills during the winter months when energy expenses increase.

For more information about Emergency Family Assistance Association or to make an online donation, please visit efaa.org.

ABOUT EMERGENCY FAMILY ASSISTANCE ASSOCIATION

EFAA has been dedicated to helping residents of Boulder and Broomfield Counties meet their basic needs since 1918 and acts as a safety net for families, individuals, people with disabilities and seniors. EFAA operates 51 short-term and transitional housing units, provides food, rent assistance, utilities assistance, furniture, and supports clients' efforts toward financial stability and self-sufficiency through long-term and short-term casework, education and advocacy. For more information please visit www.efaa.org or connect with EFAA Needs on Facebook and Twitter.

ABOUT FRESCA FOODS, INC.

Colorado-based Fresca Foods has a twenty year heritage of producing and marketing high quality natural food products and building great brands. We partner with entrepreneurs who have terrific products, proven demand and big ideas. Our purpose is simple. We make delicious, wholesome foods in a responsible way and build strong brands with entrepreneurs who inspire us. We believe that eating well is the most important thing we can do for our health, and it can be done without sacrificing fun or taste. We believe that by investing in great entrepreneurs, we fuel a culture of innovation in the natural food industry. We believe that by building trusted brands, we make it easier for consumers to make healthy food choices. We believe that by doing the right things every day, we never have to compromise our values in order to succeed. For more information visit www.frescafoodsinc.com.

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