

FOR IMMEDIATE RELEASE

Neighbors Helping Neighbors: Oregon's Market of Choice Donates \$60K to Local Food Banks and Launches Statewide Food Drive to Support Oregon Families Facing Food Insecurity

EUGENE, ORE., Nov. 5, 2025 — To help provide food for local families in need, [Market of Choice](#) is teaming up with its customers to help tackle food insecurity across Oregon. With the need greater than ever this season, Market of Choice has donated \$60,000 to food banks statewide this month, and is encouraging customers to make a difference by giving cash donations at the register or contributing non-perishable food items at collection barrels located at each of its 12 Oregon stores.

"We are proud to support Oregon food banks hand-in-hand with our customers," said Dewey Weddington, Vice President of Marketing for Market of Choice. "The community has risen to the occasion, coming together with remarkable generosity through both cash and food donations. In fact, our food bins are filling up faster than we can empty them. That says a lot."

In response to the conclusion of the Fall Letter Carriers Food Drive in Lane County, Market of Choice partnered with Food For Lane County to collect food and cash donations at its four Eugene locations. The company pledged to match the first \$10,000 in customer cash donations. With more than \$14,000 contributed since the drive began on October 9, Market of Choice has raised more than \$24,000 for Food For Lane County so far for food purchases to help address local food insecurity. Additionally, Market of Choice customers have already donated 2907 pounds of food through its collection bins, equaling 2422 meals. The donation drive continues through Thanksgiving.



Market of Choice is strengthening its collaboration with local food banks in an effort to ensure more families have food on their tables this holiday season. To support the statewide need, Market of Choice has donated \$20,000 to the Oregon Food Bank, \$10,000 to ACCESS in Southern Oregon, and an additional \$20,000 to Food For Lane County – a total of \$50,000 more in donations to food banks across Oregon.

According to Weddington, cash donations to food banks help ensure more families have food on their tables. Cash gifts allow food banks to respond quickly to urgent needs and select foods that best match community nutrition requirements. In addition, food banks are able to purchase bulk food at significantly discounted prices, stretching every dollar further.

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About Market of Choice

Founded in 1979, Market of Choice is Oregon's largest family-owned, independent grocer with 12 stores located throughout the state. Driven by the joy of and admiration for Oregon food and its makers, Market of Choice has grown into a thriving grocery retailer with nearly 1,400 dedicated employees. With stores in Ashland, Bend, Corvallis, Eugene, Medford, and the Portland-metro area, Market of Choice has developed deep, meaningful relationships with farmers, ranchers, fisherfolk, and food and beverage producers across Oregon and is committed to fostering a vibrant local food economy. For more information, visit www.marketofchoice.com. Stay connected with Market of Choice on [Instagram](#), [Facebook](#), and [Pinterest](#).

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