

FOR IMMEDIATE RELEASE

Community Giving Fuels More Than 108,000 Meals for Lane County Residents Facing Food Insecurity

Market of Choice and Sabrina Ionescu's SI20 Foundation help generate more than \$50,000 and nearly 7,000 pounds of food for Food for Lane County

EUGENE, ORE., Dec. 15, 2025 — In a year when more families turned to local food pantries for help, the local community responded with extraordinary generosity, donating 6,992 pounds of food and \$51,193.16 in cash donations, which included a \$10,000 match from Market of Choice and \$5,000 from Sabrina Ionescu's SI20 Foundation. This year's donations outpaced 2024 significantly, reflecting just how powerful collective action can be.

This year, Food for Lane County faced a unique set of challenges: SNAP benefits were delayed, and the longstanding door-to-door mail carrier food drive in Eugene and Springfield was cancelled. Food for Lane County began seeing families seeking help from the organization for the first time.

"We've seen a 100% increase in visits to food pantries since 2022," said Carolyn Stein, executive director of Food for Lane County. "Year after year, the community turns out to support Food for Lane County. Thanks to the incredible generosity of our community, Market of Choice, and the SI20 Foundation, we are providing over 100,00 meals at a time of significant need."



Last year's drive with Market of Choice, which was organized quickly to help offset the loss of food from the canceled Letter Carrier's Drive, generated 5,228 pounds of food – the equivalent of 4,356 meals.

"The strength of our community and spirit of generosity defined this year's food drive," said Dewey Weddington, vice president of marketing for Market of Choice. "The circumstances were particularly challenging this year, and partnering with Food for Lane County and SI20 Foundation, along with the amazing support shown by our neighbors, is a powerful reminder of what's possible when communities come together."

"Strong communities grow from looking out for one another, especially when times get tough," said Ionescu, University of Oregon alum and founder of the SI20 Foundation. "This partnership between the SI20 Foundation, Food for Lane County, and Market of Choice shows what's possible when we work together."

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](#).

About SI20

The SI20 Foundation was created by professional basketball player Sabrina Ionescu to provide youth from all backgrounds and skill levels, equitable access to sports. The Foundation aims to break down the biggest barriers preventing youth from accessing sports while setting them up for success throughout their lives and strengthening the communities they live in. The SI20 Foundation is a fund of the Entertainment Industry Foundation (EIF), a Charity Navigator Four-Star Charity that meets all 20 Better Business Bureau charity standards and carries the Candid Platinum Seal of Transparency.

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